

# LIFE



**RICARDO MONTALBAN**  
HOLLYWOOD'S NEW ROMANTIC STAR

NOVEMBER 21, 1949

**20** CENTS

YEARLY SUBSCRIPTION \$6.00



not just nylons...



## but a *Wardrobe of Cannon Nylons*

CANNON NYLONS in deftly blended, winter-wonderful colorings... a shade, a denier in tune with every costume. That's the "wardrobe idea" in stockings... and that's a gift idea that'll light up any lady's eyes!

Here are three filmy, flattering suggestions. In long, medium, or short proportions. Full-fashioned, with the subtly dull finish, the sleek-ankle fit that are the inspired result of Cannon's *high-twist* thread.

For your own Christmas (or someone else's) choose Cannon Nylons, in the attractive gift package shown.



### Black Walnut

15 denier. Misty, mysterious dusk! Cannon captures the tone to go with your party pretties... formal blacks and browns, with bright accessories. Shoes? Jet black or dark brown.



### Buttonwood

15 denier. Cannon's sophisticated neutral! Wear it with town taupes, greys, rust, lush brown velvet. For accompaniment, shoes of new sunstone kid, or basic brown.



### Fruitwood

20 denier. For holiday jauntings, Cannon suggests this rich tone, so effective with misty brown, carnelian, teal, or gold. Marvelous mate for leathers in turf tan, brick, black.



### Merry Christmas Packet

It looks like the smartest of evening bags... this flower-edged Cannon gift package. Opens to reveal 3 pairs of filmy Cannon Nylons (15 denier, naturally) in the size and shade you choose.



Created by the makers of Cannon Towels, Sheets, Blankets... Cannon Mills, Inc., 70 Worth St., New York 13, N. Y. © 1949 CANNON MILLS, INC.



# JUST PLUG IN AND PLAY

## no installation—nothing else to buy!



**NO AERIAL NEEDED** in any normal location. No high-cost installation and the new Philco super-sensitive television circuit and High Gain Tuner give you performance that never before has been possible. You get sharper, clearer pictures than ever on the big 61 square inch Wide-Screen first developed and introduced by Philco. Philco Model 1104.

**\$229<sup>95</sup>**  
Tax and Warranty \$2.60



**NEEDS NO AERIAL** in all normal locations. Has a huge 97 square inch screen and the exclusive Philco No-Glare Optical System that makes television, at last, easy on your eyes! Exclusive Philco 3-speed automatic phonograph plays all records, all sizes, all speeds automatically. Plus the new Philco super-powered AM-FM radio. Philco model 1479.

**\$499<sup>95</sup>\***  
Tax and Warranty \$11.75

No aerial  
of any kind needed

**NO**  
outdoor  
aerial



**NO**  
indoor  
aerial



**NO**  
installation  
cost



Philco not only brings you the sensational Electronic Built-In Aerial System—but also the new super-powered Philco circuits that produce the finest performance in television history.

Even if these great 1950 Philco receivers had *not* brought you one of the great television inventions—the Philco Electronic Built-in Aerial System...

Even if they had not at this one stroke outmoded all other types of television receivers...

Even then, you would have had in your Philco the finest performing receiver ever built!

For Philco has designed completely new circuits far more powerful and sensitive than any before. You'll see pictures with a clarity and sharpness that has rarely, if ever, been attained in television history.

### Aerial Completely Concealed in Cabinet

Yet, on top of this unprecedented performance every Philco has the aerial *completely* contained and *concealed* in the cabinet.

All you do, in up to 8 out of 10 locations, is *just plug in and play*. No aerial of any kind needed—no high-cost installations—no extras to buy.

Unlike any other aerial, indoor or out, the Philco

Electronic Built-In Aerial may be tuned with a simple knob to bring in each channel at peak efficiency.

For this is more than an aerial alone—it is a completely new system comprising a new type of TV aerial, an electronic tuning device, and the new super-powered, super-sensitive Philco circuits.

Even in distant fringe areas where an outdoor aerial may be required, your Philco will give you performance superior to any you may ever have known.

This is Philco Television for 1950. Never has there been anything like it before. The new receivers from 10-inch table models to the luxury Wide-Screen 16-inch are at your dealer's now. See them all—see Philco *first!*

\*Price slightly higher in South and West

The advertised price is the  
final price—nothing else to buy



# PHILCO TELEVISION *for* 1950

## "The set with the Built-in Antenna"

This One



FCQA-9ZB-FQ8N

Copyrighted material





## HOME TOWN BOOSTER

**What the prosperity of the Telephone Company means to thousands of people and communities**

**Y**OUR Bell Telephone Company does more than provide good telephone service. Directly and indirectly, it touches some part of the business life and prosperity of almost everybody in town.

It is essentially a local enterprise. It is managed by home-town people. Its employees are home-town people. In your neighborhood—perhaps on your own street—are also people who have invested their savings in the telephone business.

Matter of fact, about one family in every 35 in the country has someone who works for the Bell System or has money invested in it.

Many more people, outside the telephone business, also get some part of their livelihood from it. Not only do telephone people buy from local merchants but the company itself is a large purchaser of local materials and supplies. Last year, Western Electric—the manufacturing unit of the Bell System—bought from 27,000 different concerns in 2800 cities and towns.

Since the war, Bell Telephone Companies have put over \$4,000,000,000 into new facilities. This money has been spent to improve telephone service and to meet heavy postwar demands. It

has meant work and jobs for people in many lines.

Your telephone company wants to keep right on moving ahead... improving service, making an important contribution to prosperity.

Future progress depends, of course, on adequate telephone rates. Rates are still low. The increases granted so far, plus those now requested are generally far less than the increases in most other things in recent years. They average only a penny or so per call.

**BELL TELEPHONE SYSTEM**





# THE 1950 **CROSLEY** GIVES YOU NEW SPACE, MORE SPACE, ALL AT THE "CONVENIENCE LEVEL"

## NEW WORKSAVER

### **SHELVADOR\***

**GIVES UP TO 23% MORE SPACE  
IN THE SAME SIZE CABINET  
EASY TO REACH — EASY TO USE  
NO STOOPING CLEAR TO THE FLOOR**

Shelvador—the world's most convenient refrigerator—now gives you *new* space, *more* space! Yes, more and *extra* space because those convenient shelves in the door are now wholly *recessed* in it—take no space *at all* from inside the cabinet! They give you nearly 2 cubic feet of extra capacity—and all of it *completely* refrigerated. What's more, that extra-thick door is extra-heavily insulated, and has special heavy-duty hinges that make it sag-proof.



Model CB-11

Now on display at  
all Crosley Dealers  
8 beautiful models  
new low prices!

## **NEW SPACE! MORE SPACE!**

And you get more space inside the cabinet too! Yes, the lowest shelf is lower now, but not so low that it's uncomfortable to reach. It's at the new "convenience level," thanks to Crosley's exclusive new worksaver design.



**NOW**

## **BUTTER YOU CAN SPREAD**

Look again now—don't miss that new "jewel box" in the Shelvador! That's the delightful Crosley "ButterSafe"! It's a *separate* insulated compartment with *separate* automatic control, that keeps a full

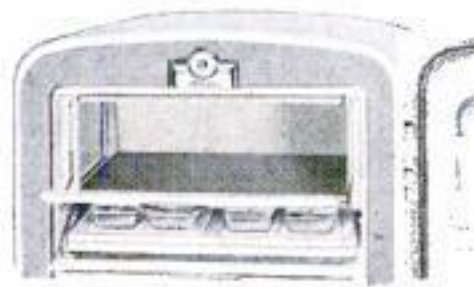
pound of butter the *way you like it* for easy spreading! The ButterSafe keeps butter from "picking up" other food flavors and odors too—and it *lifts right out* for easy cleaning!

**NOW**

## **MORE FROZEN FOOD STORAGE PLUS QUICK FREEZING!**

Imagine—a roomy "quick freezer" built right in! Yes, that giant full-width frozen food locker holds up to *seventy* pounds—and its freezer shelf is maintained at *sub-zero* for your own "quick freezing"! And there's a *separate* compartment with its own door for freezing plenty of ice cubes and storing the frozen foods you use from day to day. For still more convenience, two big "crispers"

... and a meatholder ... and a handy pull-out rearranging shelf (another new Crosley feature!). Crosley certainly thinks of *everything*!



**NOW**

## **MORE BEAUTIFUL THAN EVER BEFORE!**

Beautiful high-style lines—stunning heavy chrome door-handle with trigger-action latch ... gleaming Dulux enamel exterior. Acid-resisting, easier-to-clean



porcelain enamel interior with sparkling chrome shelves ... even a new temperature and humidity control to take care of seasonal changes in weather! And remember—the marvelous ELECTROSAVER unit in every 1950 Shelvador operates more quietly, more economically than ever before. *Five-year warranty!*

\*Made only by Crosley. T.M. Reg. U. S. Pat. Off.

# **CROSLEY**

DIVISION



## **Better Products for Happier Living**

SHELVADOR\* REFRIGERATORS ... FARM AND HOME FREEZERS  
... ELECTRIC RANGES ... ELECTRIC KITCHENS ... STEEL CABINETS  
... SINKS ... ELECTRIC DISPOSERS ... ELECTRIC WATER  
HEATERS ... RADIOS ... RADIO PHONOGRAPHS ... TELEVISION

*and of course, they're electric!*

**ONLY CROSLEY GIVES YOU THE SHELVADOR\*** SEE CROSLEY DEALERS FOR DETAILS OF THE CROSLEY MILLION-DOLLAR CONTEST GIVEAWAY



# Three simple one-dish meals that are simply swell!



**1 Hearty Hash Casserole**—tastes like you'd spent *hours* preparing it—instead of *minutes*. Because it's *Armour* Corned Beef Hash, made the "fresh-cooked" way—with lean, tender beef and firm, white potatoes. Use two tins of *Armour* Hash for your casserole, leaving a well around edge. Dot with butter and bake at 350° F. until brown. Wreath with peas. Serve with asparagus salad. And you'll agree that America's *favorite* hash is America's *finest* hash!



**2 Chili-Potato Pie**—made with *Armour* Chili Con Carne. It's the real chili-lovers' chili—Chili Texas Style—taste-tested and preferred in the great Southwest where folks know good chili, and eat lots of it. Just line dish with seasoned mashed potatoes and bake at 400° F. 10 minutes. Pour heated *Armour* Chili into pie, and serve with crisp relishes—plus fruit and cheese for dessert. The aroma of that lean, boneless beef, selected red pinto beans and spicy sauce will bring your family to the table like a ranch-house dinner gong!

**3 Ten-Minute Beef Stew**—special treat for your family and your meat-budget, too! It's *Armour* Beef Stew, newest Pantry-Shelf Meal, made home-style like you'd make it yourself. With *lots* of *big* pieces of lean, tender beef, plenty of carrots, potatoes, and onions in rich, brown gravy! Heat it and serve with hot biscuits, chili sauce, and pickle slices and—*lady*, what a feast you've got! For additional recipes for Pantry-Shelf Meals, write Marie Gifford, Dept. 393, Box 2053, Chicago 9, Ill.



Tune in STARS OVER HOLLYWOOD — CBS, Saturday P. M.

The best and nothing but  
the best is labeled

**ARMOUR**

SHOPPING LIST  
Pantry-Shelf  
Meals  
come from the  
famous  
*Armour Kitchens!*







The Styleline De Luxe 4-Door Sedan

# Make Chevrolet your choice for **EXTRA VALUES...** all yours at lowest cost!



Look at Chevrolet from any point of view—you'll find all those *extra* values you want in your car. Notice how its clean-lined beauty meets your ideals of car styling. Feel how perfectly its smooth ride, its effortless handling, jibes with your desires for riding and driving ease. Examine all of the exclusive Chevrolet features for safety, economy, convenience—all of Chevrolet's fine-car advantages. Then look at its low price, and choose Chevrolet for the most beautiful *buy* of all.

CHEVROLET MOTOR DIVISION, General Motors Corporation, DETROIT 2, MICHIGAN



## **WORLD'S CHAMPION VALVE-IN-HEAD ENGINE**

the extra efficient power plant with the valve-in-head design that's setting the trend for the automotive industry.



## **CENTER-POINT STEERING**

giving maximum driving-ease ... with minimum driver fatigue ... and found elsewhere only on costlier cars.



## **FISHER BODY STYLING AND LUXURY**

with smooth, graceful curves and new interior richness—exclusive to Chevrolet among all low-priced cars.



## **CERTI-SAFE HYDRAULIC BRAKES**

more outstanding than ever before with new *Dubl-Life* Rivetless brake linings that last up to twice as long.



## **LONGEST, HEAVIEST CAR IN ITS FIELD, with WIDEST TREAD**

the big car in the low-price field giving more riding-comfort, more roadsteadiness and more safety.



## **CURVED WINDSHIELD with PANORAMIC VISIBILITY**

supplying all that extra vision which means extra safety in driving—another Chevrolet "exclusive" in its field.



## **EXTRA ECONOMICAL TO OWN —OPERATE—MAINTAIN**

and traditionally worth more when you trade; for Chevrolet is America's most wanted motor car—new or used!



## **FISHER UNISTEEL BODY CONSTRUCTION**

with steel welded to steel above, below and all around you for the highest degree of solidity, quietness and safety.



## **5-INCH WIDE-BASE WHEELS PLUS LOW-PRESSURE TIRES**

the widest rims in the low-price field—plus extra low-pressure tires—for greater stability and riding-comfort.





One of Warner's exclusive A'Lure bras...the strapless A'Lure #1062 with stretchable nylon elastic marquisette all-around and between the dainty lace cups. Paper-thin flexible boning. White or black, \$5.00. Other A'Lures from \$2.50 to \$8.50.

*Social security...with no strings attached!*

And oh how comfily secure you'll be in your stay-put A'Lure strapless... just one of Warner's exclusive, *all-around-elastic* A'Lures.

It hugs you, holds you... smoothly, lightly, under your holiday strapless. What a blessing to find you don't have to tug to keep snug in *this* strapless... or in *any* A'Lure bra for that matter.

There are short-line and long-line A'Lure bras,

too, with lively, giveable, cup-to-closure, all-around-elastic bands and elastic undercups that lift your beauty to new heights.

Is it any wonder that women who have worn an A'Lure—one bra that actually breathes when they breathe—say it's the most comfortable bra they've ever worn? Of course A'Lures are 3-Way-Sized; *cup, band, uplift*, like all Warner's bras. At finer stores.

**WARNER'S**  
*3-Way-Sized*  
**Foundations and Bras**

WORLD FAMOUS FOR LE CANT\* • WARNERETTE\* • STA-UP-TOP\*  
"FREE-LIFT" • REDFERN\* • A'LURE\* • \*Reg. U. S. Pat. Off.  
The Warner Brothers Company, New York 16, Chicago 6, San Francisco 8



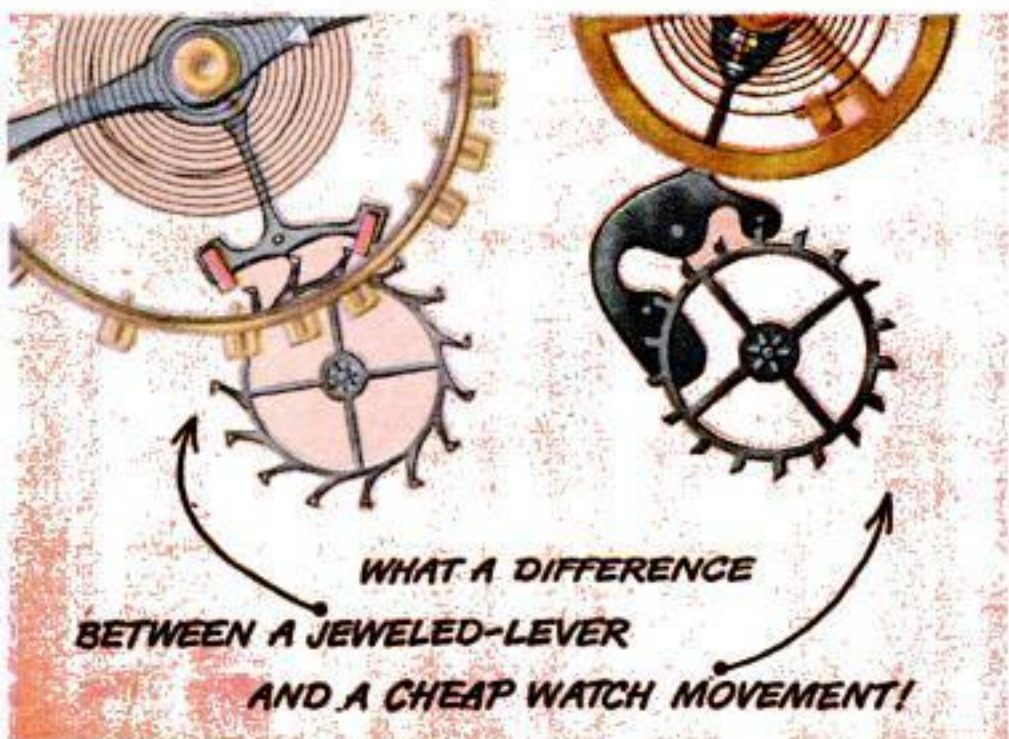


**1.** A watch is the most wanted gift of all, the gift that stands for love and constancy and friendship—a wonderful reminder of the giver through the years. When you buy a watch for yourself or for someone you love—be sure it

has a quality Swiss jeweled-lever movement, your finest assurance of accuracy, dependability and value. *Rely on a jeweler in whom you have confidence—he'll show you the best jeweled-lever Swiss movements in your price range.*



**2.** Your jeweler will help you choose the right watch from all the new types from Switzerland, including shock-resistant, water-repellent, self-winding, and calendar watches, chronometers and chronographs. Remember, it's the movement that counts—be sure your new watch has a quality Swiss jeweled-lever movement.

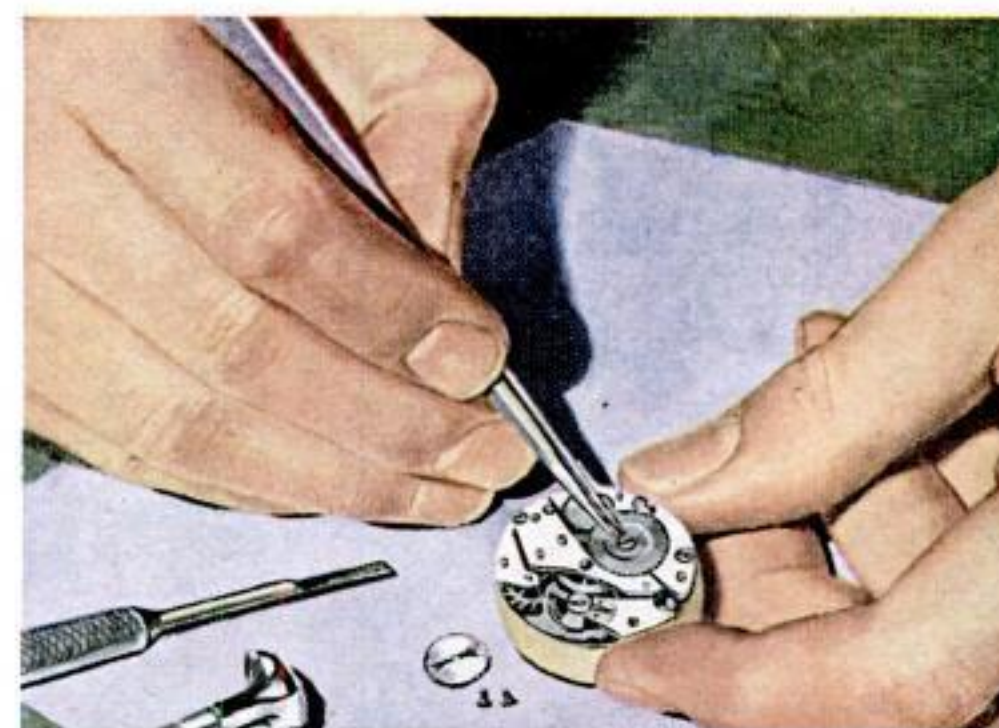


**3.** The quality balance wheel of a jeweled-lever movement (left) is adjustable, non-corrosive, designed to compensate for temperature changes. The cheap balance wheel (right) is stamped out, not adjustable, and apt to rust. *Don't be fooled by so-called watch "bargains"—you usually get just about what you pay for!*

## What to look for in the watch you buy for Christmas



**4.** The jeweled-lever Swiss watch you buy today—whether its case is gem-studded or gold or platinum or steel—reflects the styling and craftsmanship that have long been a heritage of Switzerland. That's why a fine Swiss watch is a treasure of lasting pride—for you—or for the fortunate one who receives it from you.



**5.** To give the best wear, a watch deserves good care—the care an expert can give it. Thanks to the new Swiss Watch Repair Parts Program and the cooperation of U. S. importers, wholesalers and jewelers, you can always have your watch serviced economically and promptly if it has a quality Swiss jeweled-lever movement.

*For the gifts you'll give with pride—let your jeweler be your guide*

The WATCHMAKERS OF



SWITZERLAND

© 1949 Swiss Federation of Watch Manufacturers

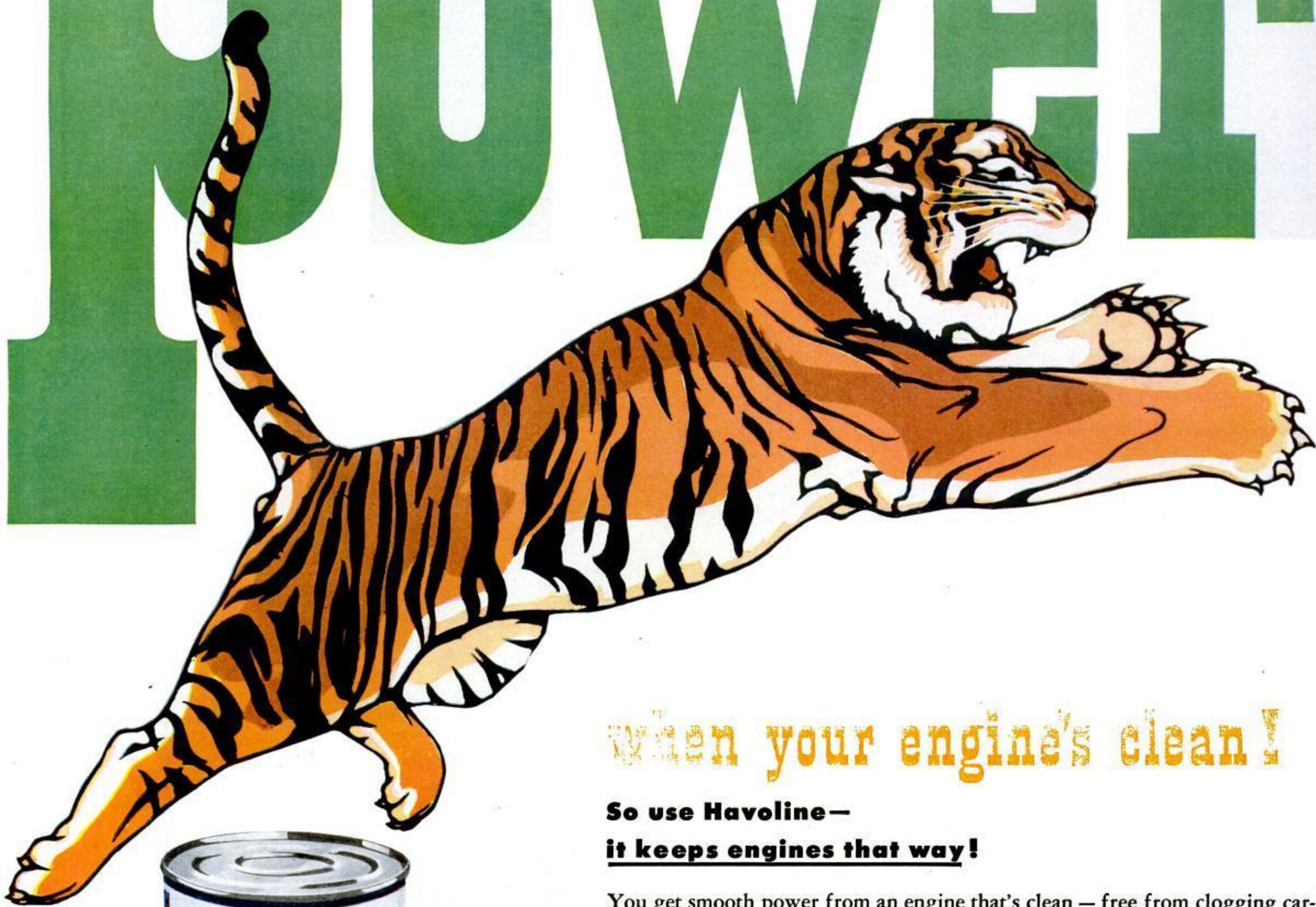


you save

on gas and upkeep

and get more

# Power



when your engine's clean!

**So use Havoline—  
it keeps engines that way!**

You get smooth power from an engine that's clean — free from clogging carbon and sludge. That's why so many motorists always use Havoline Motor Oil — *it keeps engines cleaner and better lubricated.* With Havoline in the crankcase, repairs are fewer and you get more power from every drop of gas. Get Havoline today from your Texaco Dealer, *the best friend your car ever had!*

**THE TEXAS COMPANY**  
**TEXACO DEALERS IN ALL 48 STATES**

*Texaco Products are also distributed in Canada*





*Free*... if you join the Book-of-the-Month Club now and buy as few as four selections a year

# THE AMERICAN GUIDE

*In Four Handy Volumes*

1376 PAGES • 40 PAGES OF MAPS

THE ONLY COMPLETE GUIDE TO THE UNITED STATES . . . 100,000 POINTS OF INTEREST INCLUDED  
CONSULT IT ALWAYS FOR WHERE TO GO . . . HOW TO GO . . . WHAT TO LOOK FOR

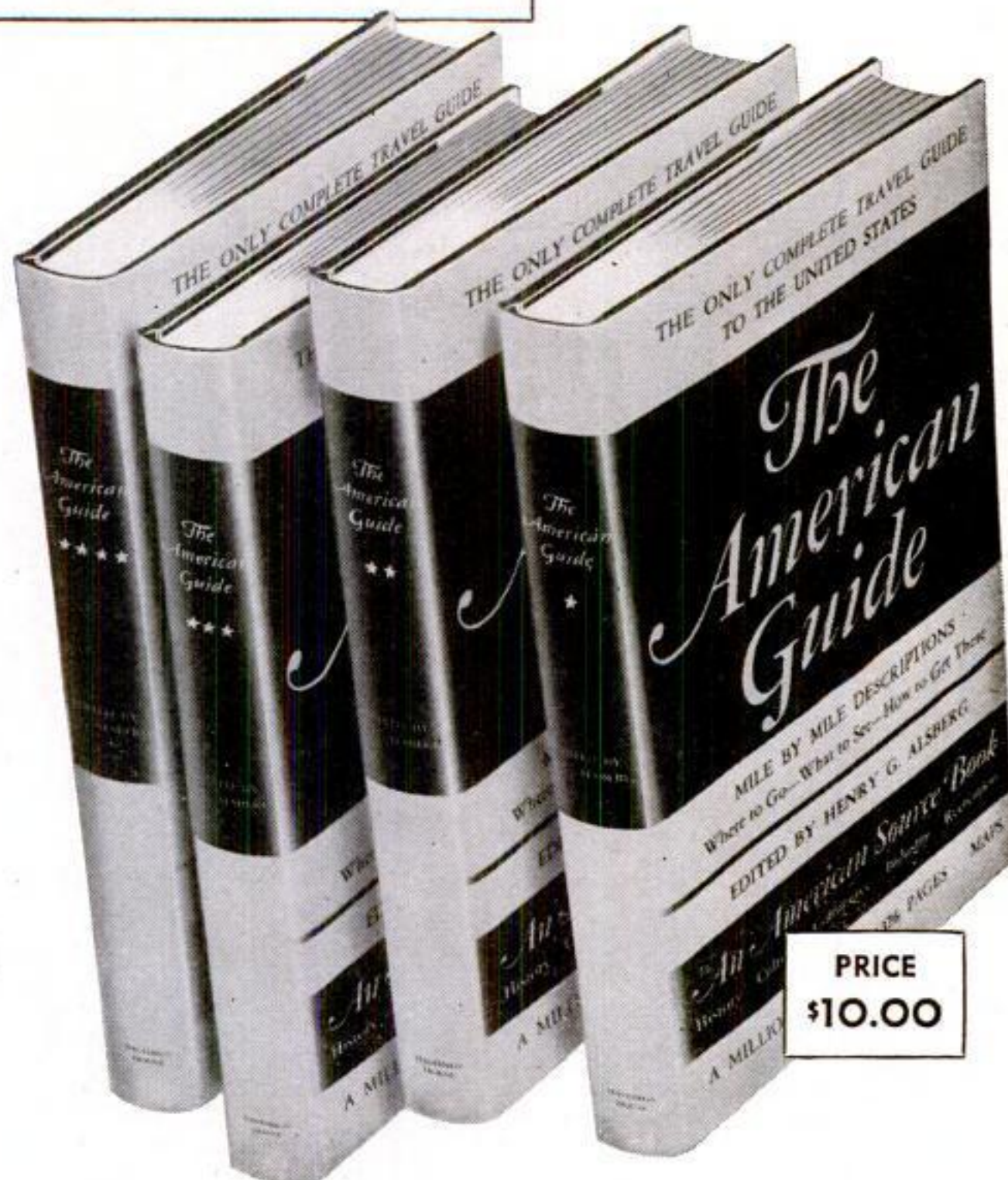
HERE is a handy set of books, indispensable for anyone who ever travels through the United States. The land is divided into eight regions, with an overall description of each one, giving the outstanding historical, geographical, cultural and economic facts about each. Transcontinental tours, connecting these various regions, are laid out and described. Then literally hundreds of tours, to all points of interest within each region, are given in

detail . . . Most travelers overlook far more than they see, just because they don't know what to look for. In these great books—*wherever you go in the land*—all that you would want to know and would want to see is told about . . . The guide was prepared under the general direction of Henry G. Alsberg, with thirty editorial and field workers, more than 10,000 consultants, and took more than four years in research and writing.

Over \$40,000,000 worth of books like this (retail value) were distributed FREE among members over the past 3 years. Yet during this period members paid roughly 23% less for the books they bought than they otherwise would . . .

**HOW CAN IT BE DONE?** It is a striking example—in the field of books—of the economies that can be effected for consumers by quantity production. Club members are never obliged to buy the Book-of-the-Month selected, but so many do each month that very large editions can be printed. The saving makes it possible for the Club usually to sell the book itself at a lower-than-retail-price to members. But, in addition, a fixed percentage of

the total amount members pay is set aside and “invested” in other large editions of books; and these so-called “Book-Dividends” are given to those members who earn them by their purchases. This unique profit-sharing system is similar to what happens in a consumer cooperative, except that—instead of cash—valuable books like THE AMERICAN GUIDE are given, and thus the value members receive is magnified many times over.

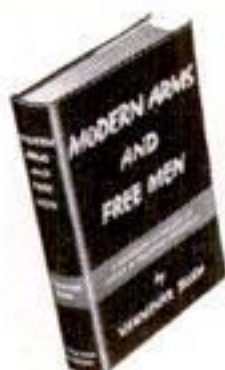


PRICE  
\$10.00

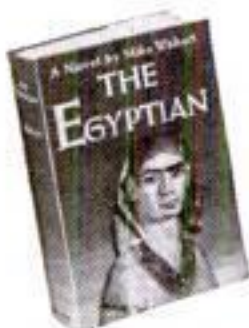


**FATHER OF THE BRIDE**  
by ED STREETER  
and  
**CHEAPER BY THE DOZEN**  
by FRANK GILBRETH and  
E. G. CAREY  
(Double Selection)  
Combined price  
(to members only)  
**\$3.50**

*Begin your membership with ANY OF THESE GOOD BOOKS*



**MODERN ARMS AND FREE MEN**  
by VANNEVAR BUSH  
**\$3.50**



**THE EGYPTIAN**  
by MIKA WALTARI  
Price  
(to members only)  
**\$3.35**



**THIS I REMEMBER**  
by ELEANOR ROOSEVELT  
Price  
(to members only)  
**\$3.75**



**THE MUDLARK**  
by THEODORE BONNET  
and  
**THE MATURE MIND**  
by H. A. OVERSTREET  
(Double Selection)  
Combined price  
(to members only)  
**\$3.60**

**Note:** We recommend particularly . . . if you join now . . . that you begin with the December Book-of-the-Month, MODERN ARMS AND FREE MEN, by Dr. Vannevar Bush, some excerpts from which appeared in LIFE recently. General George Marshall, Bernard Baruch, Dr. James Conant, of Harvard—and others like them—advise you to read it, as one of the most important books published in many years. The grave human matters it deals with will come up in every serious conversation you have for a long time, and we all ought to be exactly informed about them.

## YOU MAY BUY AS FEW AS FOUR BOOKS A YEAR AS A MEMBER

Here are other facts which every book-reading family should know:

**1.** As you will see above, the five judges of the Book-of-the-Month Club frequently make double selections—two good books which you may buy, if you wish, *usually at little more than the price of one*—a direct money saving, important in these days of high prices.

**2.** With every two selections you buy after your first purchase (a double-choice is counted as a single purchase) you receive a Book-Dividend, like *The American Guide*.

**3.** Book-of-the-Month Club selections are important new books *you buy anyway* (when you don't forget to). Those shown above are good examples. Why not buy just these books from the Club itself—usually pay less for them—and then share in the Book-Dividends. Remember always, you need buy only the selections you are sure you want.

Hundreds of thousands of book-reading families now use this sensible service. We suggest you try it for a short time, and see how advantageous it is.

BOOK-OF-THE-MONTH CLUB, Inc.  
345 Hudson Street, New York 14, N. Y.

A2211

Please enroll me as a member of the Book-of-the-Month Club.\* I am to receive, free, THE AMERICAN GUIDE in four volumes with the purchase of my first book indicated below, and thereafter for every two monthly selections—or Special Members' Editions—I purchase from the Club, I am to receive, free, the current Book-Dividend then being distributed. I agree to purchase at least four monthly selections—or Special Members' Editions—from the Club during the first year I am a member, and I may cancel my membership any time after buying four such books from the Club.

AS MY FIRST PURCHASE PLEASE SEND ME:

(Choose one of the books listed directly above)

Name.....  
(Please Print Plainly)

Address.....

City..... Postal Zone No. .... State.....  
(if any)

Book prices are slightly higher in Canada, but the Club ships to Canadian members, without any extra charge for duty, through Book-of-the-Month Club (Canada), Ltd.

\*Trade Mark of Book-of-the-Month Club, Inc., Reg. U. S. Pat. Off.



# KAYWOODIE

REG. U.S. PAT. OFF.

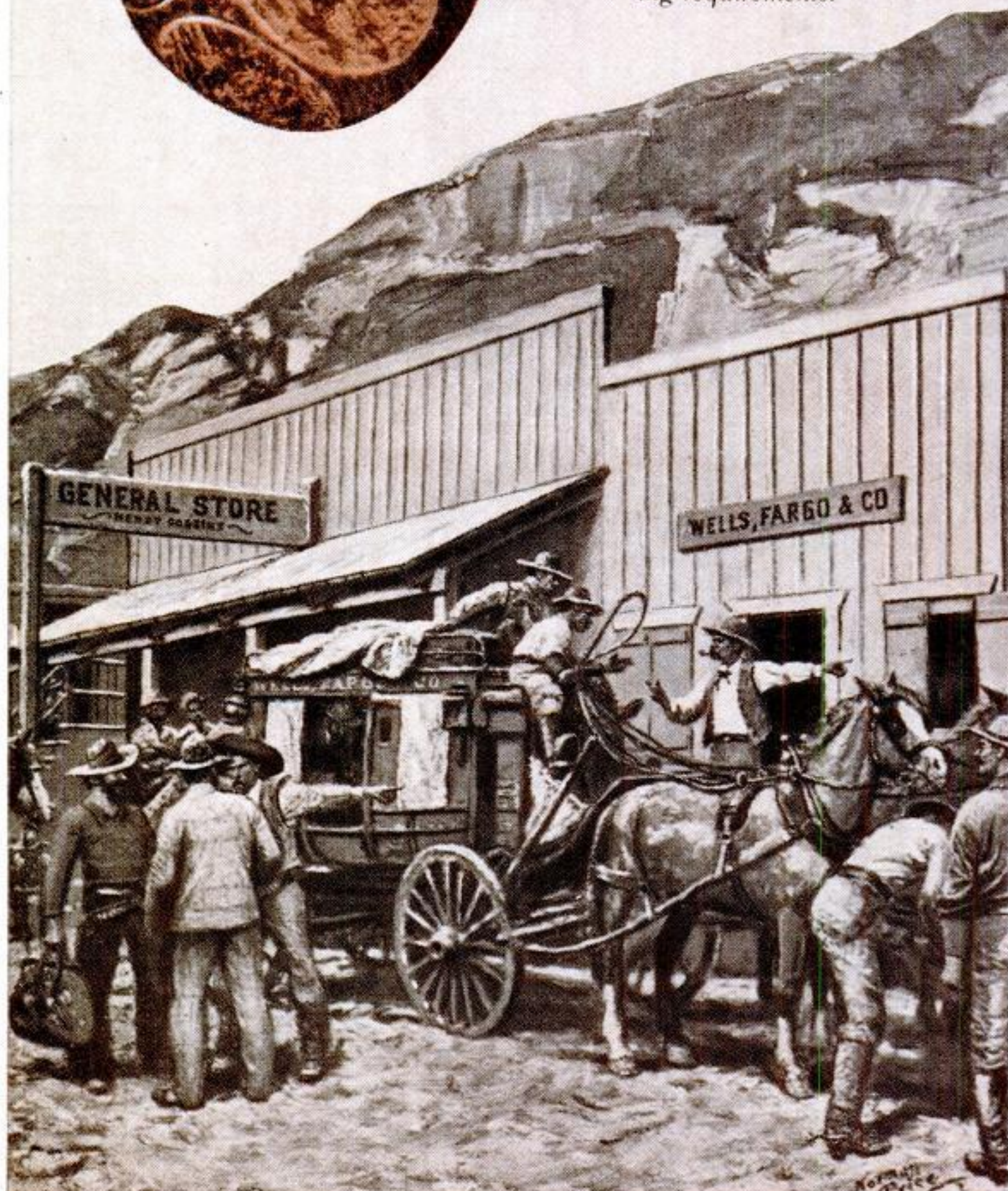
## REMEMBERS WHEN-

Some of our people were taking orders for pipes around Alder Gulch in 1863 when gold was discovered in the mountains south of the Mullen Road in a section that afterwards became Montana. The Kaywoodie organization was 12 years old then, having been started in 1851. Picture shows a stage coach of the old days changing horses. 97 years of pipe-making experience have given us understanding of what pipe-smokers need. Kaywoodie Pipes have balance, the mouthpieces are comfortable, and the pipes are not heavy. The Kaywoodie fitment in each cool and conditions the smoke, making it 51% cleaner. Mouthpieces may be removed with one turn. The Synchro-Stem does not bind. Its deep metal mounting reinforces the pipe-shank. Kaywoodie quality and prices are same as pre-war. 83 shapes. Kaywoodies range from \$3.50 to \$25. Folder on request. Kaywoodie Company, New York and London. 630 Fifth Avenue, New York 20.

NEW SHAPE, its FLAT PANELS fit the hand. Ask for Kaywoodie No. 28C Super-Grain at your dealer's, and look for Clover-leaf trade mark on stem. It is \$5.



Kaywoodie briar is imported, seasoned according to our own formula, and carefully selected to meet exacting requirements.



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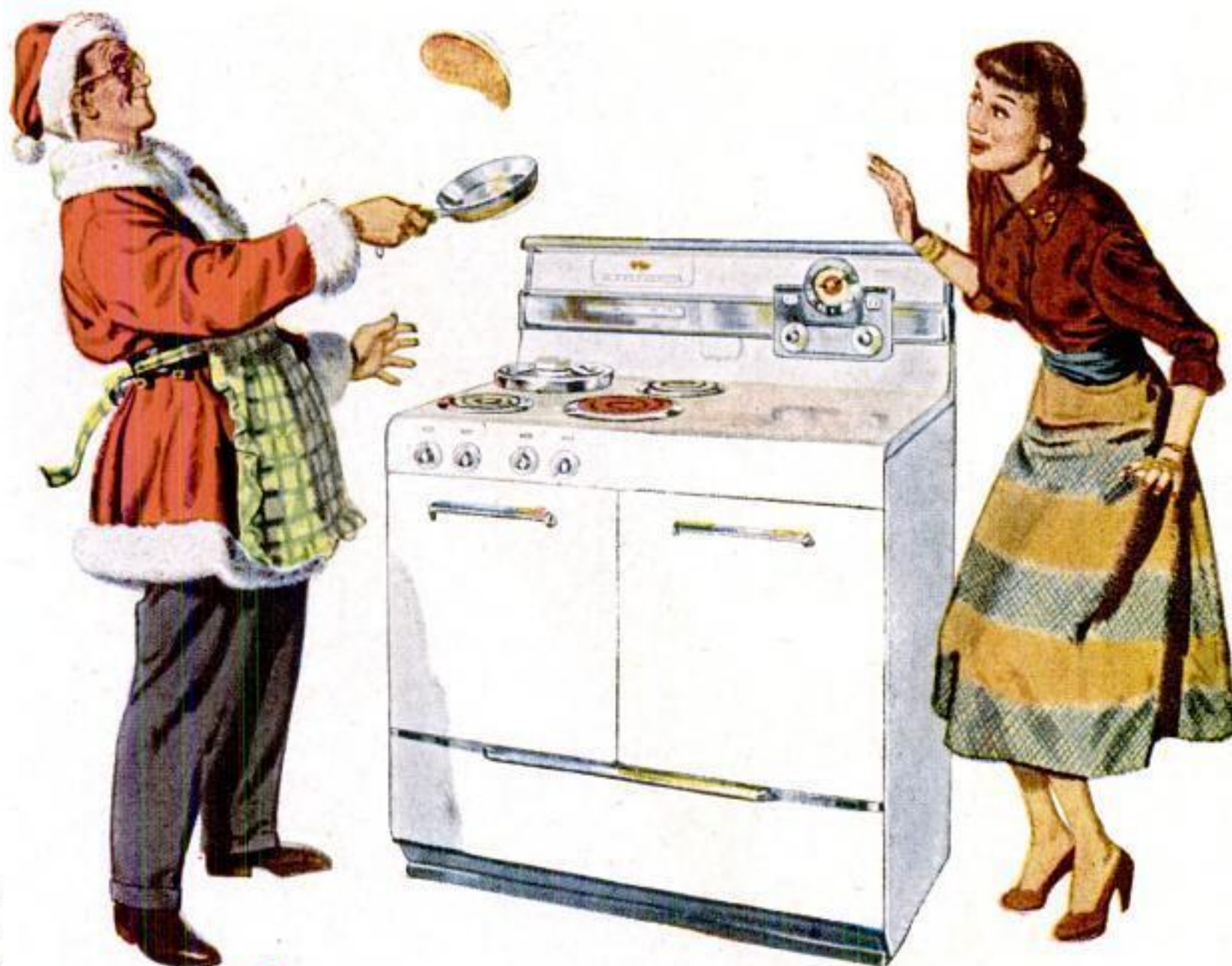
to give her ease, comfort,  
years of carefree happiness!



- 1. NEW Frigidaire De Luxe Refrigerator**  
trimmed in new "Iceberg Blue"  
— available with Lifetime Porcelain Finish

You've never seen anything like the lustrous sheen of the new "Iceberg Blue" metal trim inside the new De Luxe Refrigerator. Unusual, too, is the *extra* cooling coil that means safe cold from top to bottom of the food compartment.

The big full-width Super-Freezer Chest holds up to 45 pounds of frozen foods. And, if you choose, you can have Lifetime Porcelain *inside and out*—easy to keep spotlessly clean! There's a wide choice of models—3 different types!



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cooks far faster, much more economically!  
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Here's everything new a woman could want! New-type Frigidaire Radiantube Cooking Units are faster, more economical than ever—tip up for easier cleaning. The new higher back panel adds greater beauty—the new fluorescent lamp floods with

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washes cleaner, dries drier—the only all-porcelain washer!

See and feel the proof that the new Frigidaire Automatic Washer gets white clothes whiter, colored things brighter, everything drier! Touch the Select-O-Dial—that's all! Watch Live-Water Action—no other washer has it! See how Rapiddry-Spinning gets many

things dry enough to iron at once! Learn about the new Underwater Suds Distributor—no undissolved soap or detergent touches the clothes! And, remember, Frigidaire is the only automatic washer that's all-porcelain inside and out!

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Visit your Frigidaire Dealer today to learn more about these and other wonderful Christmas Gifts. Find his name in your Classified Telephone Directory. Or write Frigidaire Division, General Motors Corporation, Dayton 1, Ohio. In Canada, Leaside 12, Ontario.



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Home Freezer



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Electric Ironer



# My Heart did a Rhumba in Havana!



I was strolling down the Prado, watching everything but where I was going. One of those soft Cuban breezes snatched my hat. He caught it with a flying tackle! Returned it with a smile . . . small talk . . . and suddenly we were sight-seeing together!



Your thoughts should be on horse-racing at Oriente Park. But when he handed me the tickets and kissed my hand for luck—you know what I thought? How glad I was that Jergens Lotion had kept my hands so smooth and soft.



Home was never like this! We flew to heavenly Varadero Beach . . . swam, fished, ate zampote! Then one day after sailing, he held me close . . . kissed my hand . . . and kissed me! (I'll need mother's wedding dress).

To be soft to touch the skin on your hand needs the kind of protection a liquid gives. Of course, that means Jergens Lotion. Jergens quickly furnishes the softening moisture that thirsty skin needs.

More romance in the palm of your hand: Jergens has two ingredients doctors use for skin care. It's richer-than-ever Jergens Lotion, but never oily or sticky. And still only 10¢ to \$1.00. Plus Tax.



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For soft, smooth, romantic hands

Used by More Women than any other Hand Care in the World!



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NERVES

**BROMO-  
SELTZER**  
FIGHTS HEADACHE  
THREE WAYS

For fast help from ordinary headache always take Bromo-Seltzer. It fights headache three ways:

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Look for the  
Red Seal...  
an exclusive  
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in all new  
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Fuel control...  
prevents fluid  
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PERFECT GIFT, PROUD POSSESSION. SILVER  
OR GOLDEN METAL FINISH CAN BE PERSON-  
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EVANS CASE CO. ... No. Attleboro, Mass.

CREATORS OF FITTED HANDBAGS AND POWDER BOXES

## LETTERS TO THE EDITORS

### NEW SOUTH

Sirs:

As a North Carolinian who recently returned to his native state, I would like to congratulate LIFE on its story "The New South" (Oct. 31) and its objective coverage of the "revolution" which we Southerners have been enjoying for the past several years. . . .

A. MILES HUGHEY

Newton, N.C.

Sirs:

As two recent newcomers to the "New South," we would like to state that our reaction has been similar to the one reported by Ron Reynolds and Margaret Bourke-White.

It is a land "of hope as well as pride." We're a couple of damyankees proud to be watching it grow and reporting on the daily changes.

RICHARD D. SMYSER

ROBERT M. FALON

The Oak Ridger  
Oak Ridge, Tenn.

Sirs:

Quit saying nice things about us. We ain't used to such treatment.

FELDER F. HEFLIN

Memphis, Tenn.

### MISS JUNIOR AMERICA

Sirs:

Evidently unknowingly, LIFE published side by side in its Oct. 31 issue America's two outstanding beauty contest winners—Jacque Mercer, Miss America of 1949, and Shirley Arnow, Miss Junior America of 1949. Shirley was the other teen-age model in the picture you reprinted from your Nov. 11, 1946 issue. She also appeared on the cover of that issue. Now 18 and a sophomore at Arizona State College, she was chosen Miss Junior America last summer.

GEORGE C. YATES

Tempe, Ariz.

● "Miss Junior America," of which there are several, is a title bestowed by various organizations. Shirley got her's from Earl Carroll's Hollywood Theater.—ED.



SHIRLEY (LEFT), JACQUE (RIGHT)



JUNIOR QUEEN SHIRLEY

CONTINUED ON NEXT PAGE



## CLOCK-RADIO

with amazing Slumber Switch

LULLS YOU TO SLEEP, WAKES YOU TO MUSIC! They'll talk about your wonderfully *different* gift for ages! On the night *after* Christmas, your G-E Clock-Radio gift will lull 'em to sleep with *music*, then turn itself off! Next morning it will *wake* them to music, automatically! (If they doze off, it will buzz till they give up and get up!) It's a beautiful table radio, too, for round-the-clock pleasure . . . and a G-E electric clock that tells time in the dark. Here's a gift so unusual you'll want one for yourself, too! **\$34<sup>95</sup>\***

General Electric Co., Electronics Park, Syracuse, N. Y.



Model 65, same as  
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ivory plastic cabinet.

See and hear the General Electric Fred  
Waring show on television—CBS-TV  
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\*Prices slightly higher West and South—  
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You can put your confidence in—  
**GENERAL  ELECTRIC**



**TUMS**

## Top-off

the turkey and trimmin's  
with TUMS



If turkey and all that goes with it causes acid indigestion... don't take soda... take Tums. Millions have discovered that Tums go far beyond the relief baking soda can possibly give you. Yes, Tums not only bring incredibly fast relief from acid indigestion, gas, sour stomach and burning heartburn but actually help prevent immediate return of the trouble. No mixing with Tums, either. Take them anywhere, anytime. Get Tums at any drugstore today. Join the millions who now enjoy turkey and all their favorite foods... without fear of acid indigestion... thanks to Tums.

Quick Relief for  
**ACID INDIGESTION**  
**HEARTBURN**



Only 10¢ a roll,  
3-roll package a quarter

**for the tummy**

✓ Try one or two TUMS after breakfast. See if you don't feel better!

### TUMS ARE ANTACID—NOT A LAXATIVE

When you feel bad due to constipation, use dependable Nature's Remedy—NR Tablets. Nature's Remedy is mild, purely vegetable—relieves constipation without the usual griping, sickening, perturbing sensations.

Get a box today. You'll be convinced.



## LETTERS TO THE EDITORS

—CONTINUED—

Sirs:

This picture of Jacque Mercer kissing her backers proved a point that I've always maintained. Inevitably, when



women watch one of their species kissing a man, they automatically "pucker up." Notice seven out of nine in this picture do just that.

BOB WHITE

New York, N.Y.

### SMITH HONORS

Sirs:

As one of the delegates to Smith's 75th anniversary, I was affronted by a remark in your account (LIFE, Oct. 31)—"It was noticeable that Smith, in spreading anniversary honors, had found no winner on this occasion who could call Smith alma mater..."

It is fairly common academic good manners to pass by one's own children on some of these occasions. As a program foreword explicitly stated, "Smith... has chosen this time to honor distinguished achievements of women in many different fields. Attention is being paid during this month to those women who are not graduates of the College. Our own alumnae will be honored at commencement."

JOHN E. BURCHARD  
Dean of Humanities

Massachusetts Institute  
of Technology  
Cambridge, Mass.

### MISERABLE FROSH

Sirs:

The article entitled "Frosh Just Love To Be Miserable" (LIFE, Oct. 31) was the most irresponsible, asinine and perfidious article of its sort that I have ever had the misfortune of reading in any otherwise responsible magazine. You imply by generalization that all freshmen in all colleges and universities "love to be miserable." Let me notify you that this has not been true since I enrolled in college.

EDWARD A. RODGERS  
Southeast Missouri State College  
Cape Girardeau, Mo.

Sirs:

We freshmen at Kenyon have a pajama parade, a tug-of-war over the Kokosing River in which all get drenched to various degrees, and a cane rush. And for all these events we frosh show up to the man! We at Kenyon may be black and blue, but at least we're men!

JOSEPH ROTOLO  
Class of '53

Kenyon College  
Gambier, Ohio

Year in and year out  
you'll do well with the  
**HARTFORD**



—all forms of fire,  
marine and casualty  
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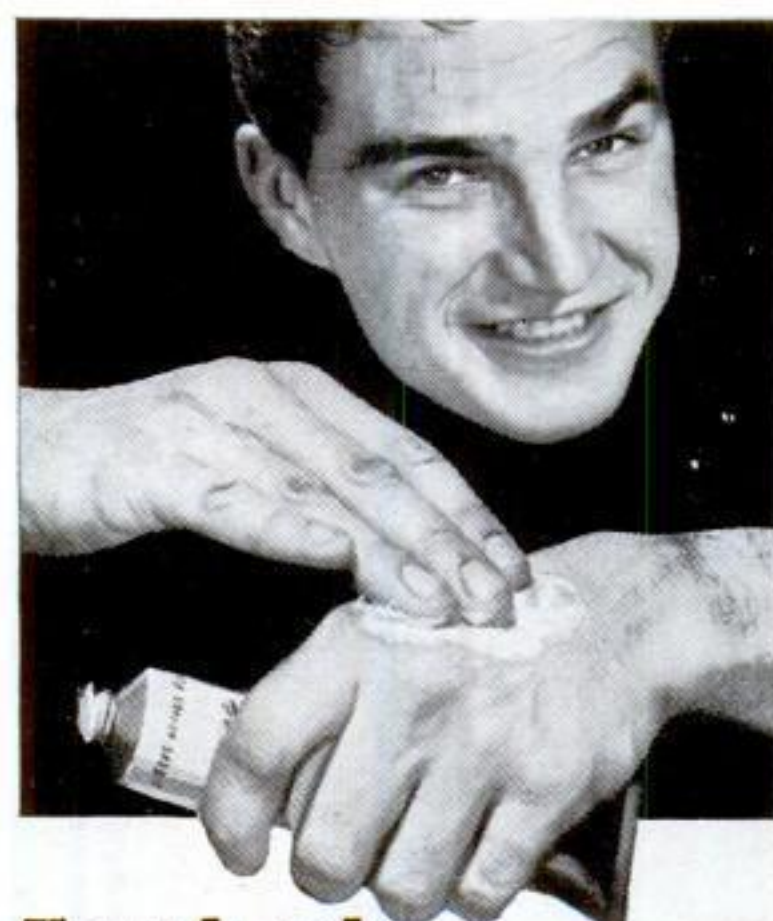
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**Your hands  
need 'Chap-ans'**

'CHAP-ANS'—it's new—it's different. A hand cream made especially for men—*medicated* for men—scientifically formulated to relieve chapped, chafed hands. When water, dirt and weather cause rough fingertips and red, sore knuckles, try 'Chap-ans'.

Refreshing, *antiseptic*, swiftly absorbed. Buy 'Chap-ans' in the handy, practical, man's sized tube. No waste—no bother.

By the makers of  
'Chap Stick'



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Chap Stick Co., Lynchburg, Va.

KEEPS HANDS FIT

CONTINUED ON PAGE 16





FOR YOURSELF, FOR THOSE YOU LOVE, THE PLAYTEX PILLOW IS A NEVER-TO-BE-FORGOTTEN GIFT THAT ASSURES NIGHT AFTER NIGHT OF DEEP, REFRESHING SLEEP!

## NO GIFT COMPARES WITH THE GIFT OF SLEEP

**You'll be loved for giving the sensational new PLAYTEX® Superfoam\* Pillow!**

Search the world for a gift more precious than pearls, more valuable than gold and you'll find none more treasured than the gift of sleep!

And search the world for a pillow that's *always* fresh and buoyant, that *always* encourages sleep, and you will find none that compares with the new PLAYTEX Superfoam Pillow!

**For here, truly, is the greatest advance in sleeping comfort in more than 1,000 years!**

Unlike other latex pillows and due to its exclusive "staggered-core" construction, the PLAYTEX Superfoam Pillow has the *exact thickness* and *exact softness* to give the maximum rest and comfort. Thousands of scientific tests determined that thicker pillows and

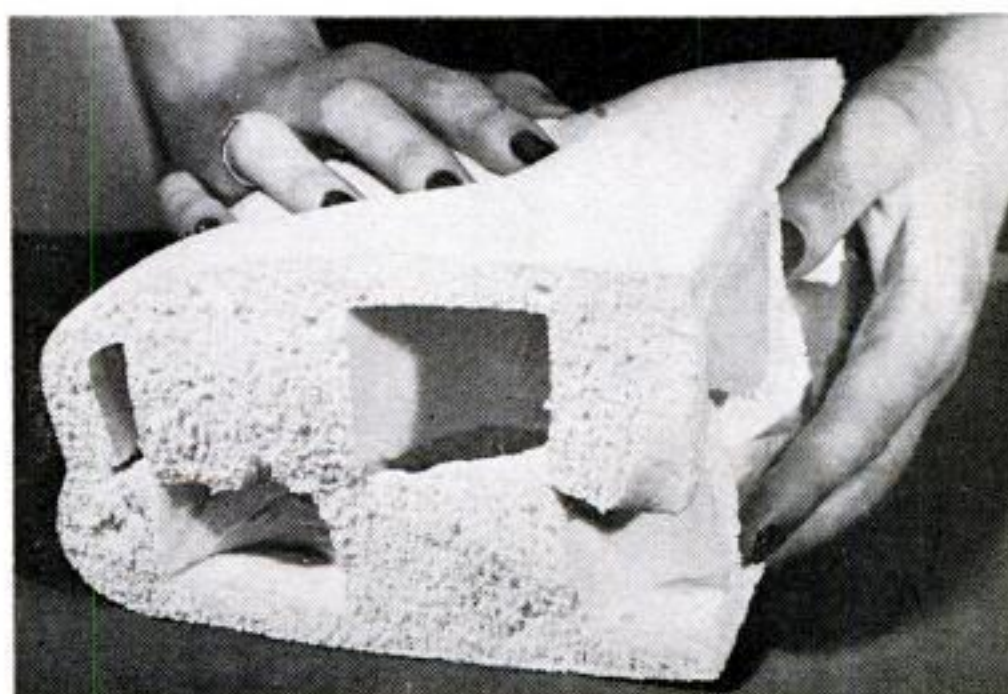
those of different consistency did not give the same refreshing sleep to the people tested.

The revolutionary PLAYTEX Pillow is an amazing improvement over old-fashioned, lumpy, saggy, feather pillows. PLAYTEX Superfoam circulates air *inside* the Pillow, keeps it fresh and cool with millions of microscopic air cells that actually "breathe."

Place the PLAYTEX Superfoam Pillow high on your Christmas gift list. 100% dust-free, allergy-free, mildew-proof, this science-perfected Pillow is the ideal gift for yourself, for everyone you know—the gift that will be enjoyed every night in the year! See it now at your favorite department or furniture store!



**SLEEP LIKE A BABY EVERY NIGHT!** Always delightfully fresh, always amazingly resilient, the PLAYTEX Superfoam Pillow invites sound, refreshing sleep like no other pillow you've ever used! See it—feel it—try it—start enjoying a brand new world of pillow comfort with PLAYTEX!



**SCIENCE TRIUMPHS OVER SLEEPLESSNESS!** Only in the PLAYTEX Superfoam Pillow do you get the advantages of the exclusive "staggered-core" construction! Yes, the PLAYTEX Pillow is the greatest advance in sleeping comfort in more than 1,000 years!



**BEAUTIFULLY GIFT-PACKAGED, IN SLEEP SHOPS, DEPARTMENT AND FURNITURE STORES, coast to coast.** White, pink or blue Sanforized cover . . . \$9.95  
Also, lovely rayon satin covers, slightly higher.  
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# "Soaping" dulls hair— Halo glorifies it!



**Yes, "soaping" your hair  
with even finest liquid or cream  
shampoos hides its natural  
lustre with dulling soap film**

✓ Halo—not a soap, not a cream—contains no sticky oils, *nothing* to hide your hair's natural lustre with dulling film. Made with a new patented ingredient, Halo brings out glossy, shimmering highlights the very first time you use it! Its delightfully fragrant lather rinses away quickly, completely in any kind of water—needs no lemon or vinegar rinse. For hair that's naturally colorful, lustrously soft, easy to manage—use *Halo Shampoo*! At any drug or cosmetic counter.

✓ Not a soap,  
not a cream—  
cannot leave  
dulling film!

✓ Quickly,  
effectively removes  
dandruff from both  
hair and scalp!

✓ Gives fragrant,  
soft-water lather  
even in hardest  
water!

✓ Leaves hair  
lustrously soft, easy  
to manage—with  
colorful natural  
highlights!



**Halo reveals the hidden beauty of your hair!**

## LETTERS TO THE EDITORS

CONTINUED

Sirs:

Horse-trough duckings of college frosh are a time-honored custom some of the country's great have endured.

When the late Alexander Woolcott was a freshman at Hamilton College, he was the particular butt of sophomore hazing. They tossed him in the college fountain with clocklike regularity. One day, as he emerged dripping, he met an alumnus inquiring about students' occupational plans.

"And what is your alma mater training you to be?" he asked the soggy Woolcott, who snapped back: "A fish, you darned old fool."

GEORGE S. TILLMAN

Clinton, N.Y.

### PETRA

Sirs:

It is interesting to note, in connection with your article on Petra (LIFE, Oct. 31), that in the 8th Century B.C. King Amaziah, with a meager army but a mighty hand of his God, slew 10,000 and then marched 10,000 more prisoners to the top of Petra and dropped them off (II Chron. 25: 1-13).

WILLIAM I. CETNAR

Pacific Grove, Calif.

Sirs:

T. E. Lawrence, known as Lawrence of Arabia, successfully led his band against the Turks at the Battle of Petra in October 1917. He successfully defended the city of Petra against the Turks in much the same way that the Nabateans defended it against the armies of Alexander the Great 300 years before Christ, trapping the Turks in the same narrow gorge that Trajan's legions marched through 2,000 years ago.

JACK LASNER

New York, N.Y.

CONTINUED ON PAGE 19

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LAXATIVE  
STRENGTH!**

**DUE TO NEW "C-L PROCESS"**

**No longer need you drink** prune juice without having the slightest idea whether its laxativity is half as strong or twice as strong as the juice you had the day before.

Now—in *Sunsweet Prune Juice only*—every delicious glassful has the same laxative potency. Pure, delicious prune juice, still a 100% *natural* product!

**SAME DELICIOUS FLAVOR!**

**SUNSWEEP  
PRUNE  
JUICE**



as prepared and distributed by the makers of  
**MOTT'S FINE FRUIT PRODUCTS**

\*The laxative potency of *Sunsweet Prune Juice* is standardized by the "C-L Process," which was developed and is owned by the Duffy-Mott Company, Inc.





**50 ways  
new**

# The '50 FORD is the one fine car in the low-price field

White side wall tires  
optional at extra cost.

## ITS EXCLUSIVE NEW 100hp V-8 WHISPERS QUALITY

Yes, it whispers while it works. So quiet you can barely hear it, yet there is the "voice of authority" behind its power. And you sense quality in the quiet of its new "hushed" pistons, camshaft, timing gear and fan.



The V-8, remember, is the type used in the most expensive cars.



## ITS "HUSHED" RIDE FEELS LIKE AMERICA'S

## HIGHEST PRICED CARS

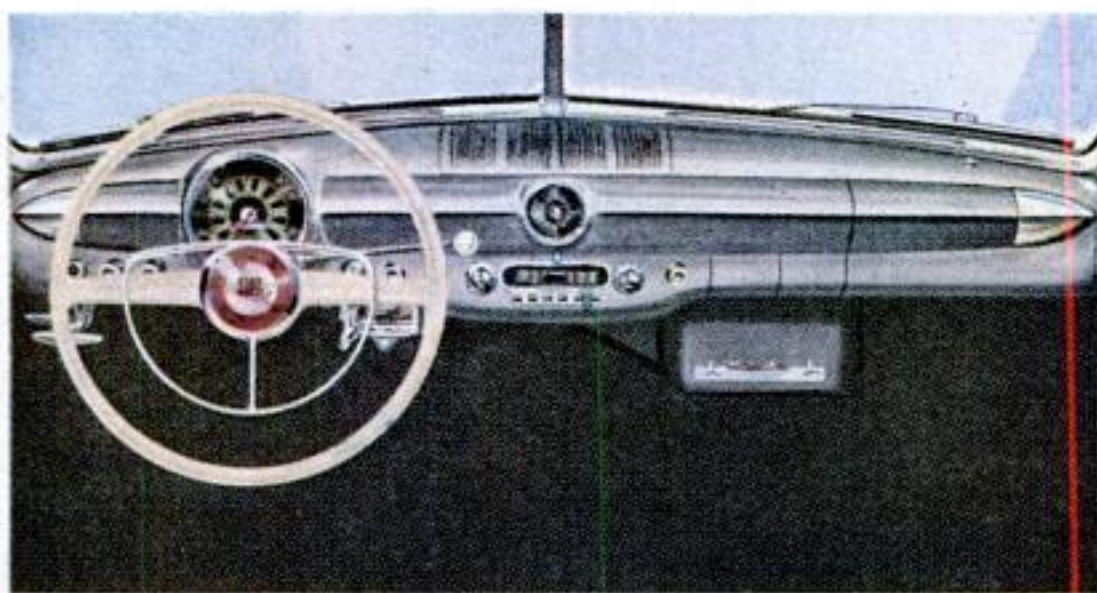
You get not only the quiet, effortless new V-8 (or companion "Six") but also a new "hushed" ride that comes from the new "sound-conditioned" doors and body panels. You also get Ford's "Mid Ship" Ride—between the wheels, away from the bumps. You get the smoothness of "Hydra-Coil" and "Para-Flex" Springs.



So big, so luxurious! New upholstery fabrics with your choice of mohair or broadcloth in new, sparkling clear colors. More hip and shoulder room than in any other car in its class... unmatched space in its "Deep Deck" Luggage Locker.



New resilient, non-sag springs in the front seat provide restful posture. Thick molded foam rubber pad in front seat cushion holds its shape—adds to riding comfort.



New convenience and new contrasting color in this handsome instrument panel. Newly designed double-walled glove compartment door opens at a touch. Control knobs have colorful concave faces. New "Magic Air" Heater control reads easily, works simply. New "Magic Air" Heater has higher speed motor to increase air flow 25%. Defroster openings now 44% wider.



Push a button and the door opens! The new rotary door lock closes with the secure, cushioned sound of a safe. New luggage compartment trigger-lock opens at a touch.

**Drive the  
'50 Ford today** ...at your Ford Dealer's  
See, hear and feel  
the difference



# "But aren't men just as vain as women?"

ASKED ELSIE, THE BORDEN COW



"NOW WHAT!" bellowed Elmer, the bull. "Can't a guy look in a mirror without you accusing him of being *vain*?"

"Come, dear, don't get your dander up!" smiled Elsie, the Borden Cow. "I was only thinking that men seem just as interested as women in keeping young looking."

"What do you want us to do—let our chests slip?" exploded Elmer.

"Indeed, no!" laughed Elsie. "I'm all for keeping in trim. And exercise is a great help. Even greater, is eating the right foods every day. And one of the rightest foods of all is milk—Borden's Milk! It supplies complete protein to build



our bodies, milk sugar for energy, vitamins and minerals we all need to act and look our best."



"Look, look, look!" mimicked Elmer. "Haven't you anything on your mind but *looks*?"

"Of course, I have," answered Elsie. "And one of them is the importance of milk in today's diet. It's such a really great food. Teeming with nourishment. In fact, penny for penny your best food buy IS milk! So it's wise to serve milk and dishes made with Borden's Milk with meals and snacks!"

"If you'd rave about *me* the way you rave about Borden's Milk," snapped Elmer, "I wouldn't have to



look in the mirror to find out I wasn't slipping."

"Why, you big baby bullock, you!" teased Elsie. "So you admit you're vain!"

"I admit nothing!" roared Elmer. "Certainly not that men are as vain as you women. Look at the way you lap up compliments."



"We *do* love compliments," mused Elsie. "It's awfully warming to have someone say you make the grandest cup of coffee in town! I'll bet you that right now thousands of women are glowing with pleasure at the compliments for the Borden's Instant Coffee they're serving."

"Aw, why don't you get yourself a new tune, woman?" snapped Elmer.

"Did you say *new*?" asked Elsie. "Do you mean you haven't heard of the new 'Flavor-peak' process that



makes Borden's Instant Coffee the absolute *tops*?"

"Must I?" groaned Elmer.

"Indeed you must," said Elsie. "You see, darling, Borden's Instant Coffee is real coffee—100% pure coffee. Freshly roasted, ground and brewed—and the grounds thrown away. Then, Borden's new 'Flavor-peak' process captures all that tantalizing real-coffee flavor, right at the peak of its goodness! And safeguards it till you pour hot water over your Borden's Instant Coffee, right in the cup. *There*—now you know."

"All I know," sighed Elmer, "is that a guy's vanity never gets a puff in this house. You're too busy being vain about Borden's."

"Can you blame me?" teased Elsie. "You know what everybody says—if it's Borden's, it's GOT to be good!"



© The Borden Company



## LETTERS TO THE EDITORS

CONTINUED

Sirs:

In your Petra article you unconsciously proved a wry little point about literary immortality that Lord Dunsany made in *The Club Secretary*. In that story a man finds himself, by some fourth-dimensional accident, in a club composed entirely of such gentry as Tennyson, Keats, Chaucer, et al. The club secretary tells him that no one can belong unless he has written a dozen lines of poetry that have become immortal. He, the secretary, could not qualify and is not a member; however, he wrote one immortal line, and that was enough to get him elected secretary, or general factotum.

The visitor asks what is the line. "A rose-red . . ." begins the secretary, and the visitor immediately finishes it, "city half as old as time." He goes away, never learning the secretary's name, but leaving him happy in his anonymous immortality.

So when your article on Petra appeared I immediately looked to see if you used the line. Inevitably, you did. And, inevitably, you omitted the author's name.

His name was John William Burgon, and the line was one of 14 he wrote in his poem *Petra*.

DEVALLON SCOTT

Los Angeles, Calif.

### MR. AND MRS. JOE JR.

SIRS:

IN YOUR OCT. 31 ISSUE YOU RAN A PICTURE OF MY WIFE CATHY DOWNS AND MYSELF AND MENTIONED IN THE CAPTION THAT SHE WAS MY THIRD BRIDE. THIS HAS CAUSED A GREAT DEAL OF EMBARRASSMENT TO BOTH OF US, AS SHE IS MY FIRST WIFE. I WOULD APPRECIATE IT VERY MUCH IF YOU WOULD CORRECT THE MISTAKE MADE IN YOUR LAST ISSUE.

JOE KIRKWOOD JR.

BEVERLY HILLS, CALIF.

● LIFE, which confused Joe Kirkwood Jr. with twice-married Joe Kirkwood Sr., regrets its error and wishes Mr. and Mrs. Joe Jr. great and enduring happiness.—ED.

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at 9 Rockefeller Plaza  
New York 20, N.Y.

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A dignified waiter named Irving



Wore shorts that were greatly unnerving.



Said a soup-spattered guest,



"Arrow Shorts are the best!"



They never will chafe you while serving!"



No chafing center seam

5 models: All-elastic waistband (2 styles); Elastic or Tie-side; Adjustable back. Sanforized • Gripper fasteners

# ARROW SHORTS

\$7.25 \$7.50 \$7.65 • Arrow Undershirts, 85¢ up

Made by the makers of Arrow Shirts  
Cluett, Peabody & Co., Inc.



## "A gift started me playing our piano again!"

Year before last, Ralph and I bought a piano. I was tickled pink at the time.

Somehow, though, as the months passed, I found myself playing less and less. I felt badly about it, and I could see that Ralph was disappointed too.

But last Christmas changed that! The children had opened several packages.

Then Ralph led me over to the piano. I couldn't dream what he was up to.

On the piano bench was a gorgeous package, tagged with my name. I tore into the wrappings!

"Oh, Ralph! It's a beautiful—!"

"—Solovox, honey! Here, I'll show you," Ralph offered.



## —I got a Solovox for Christmas!"

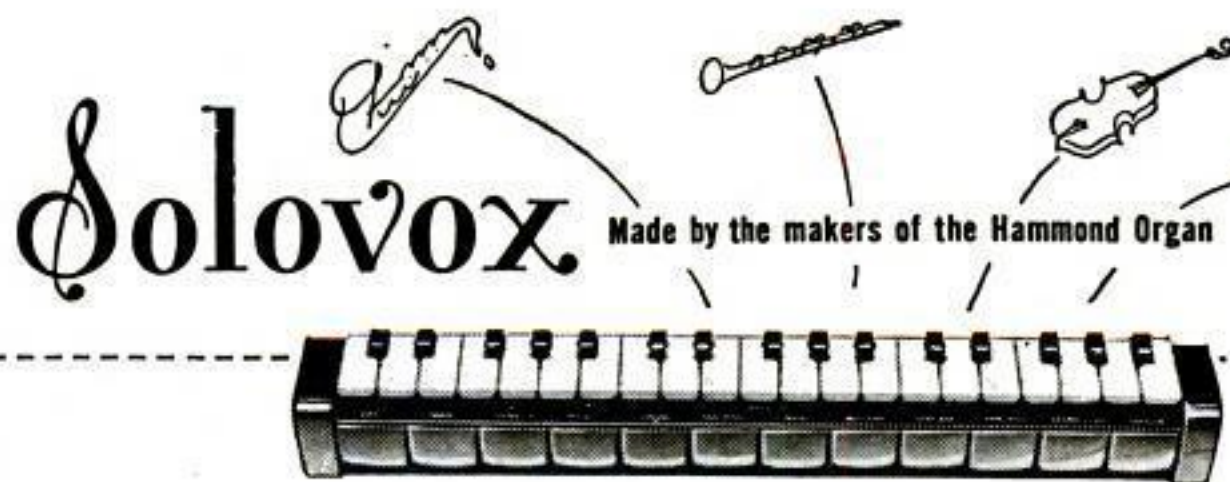
In a wink, Ralph had attached the Solovox to the piano and showed me how to play it. Soon I was excitedly trying the voices; instrumental solo effects of clarinet, cello, violin—heavens, there must be a hundred others! I'm still finding new ways to play pieces I used to know.

The Solovox has made our piano the center of family gatherings, a new source of musical pleasure.

Cindy's starting piano lessons, because we noticed her picking out tunes on the

Solovox. It doesn't affect normal piano playing, so she can play either piano alone, or Solovox and piano.

If you've been neglecting your piano, why not find out about the Solovox? What better time than Christmas to give the gift your whole family can enjoy for years to come? Go to your music store. Ask to play the Solovox. Buy it on terms, if you wish, with a very moderate down payment. For more details about the Solovox\*, mail the coupon today.



Hammond Instrument Company, 4240 W. Diversey Ave., Chicago 39, Illinois  
Without obligation, please send me full information about the Solovox.

Name and Address

City

P. O. Zone

State

☐ Check, if you also wish full details about the Hammond Organ.

\*T. M. Reg. U. S. Pat. Off.

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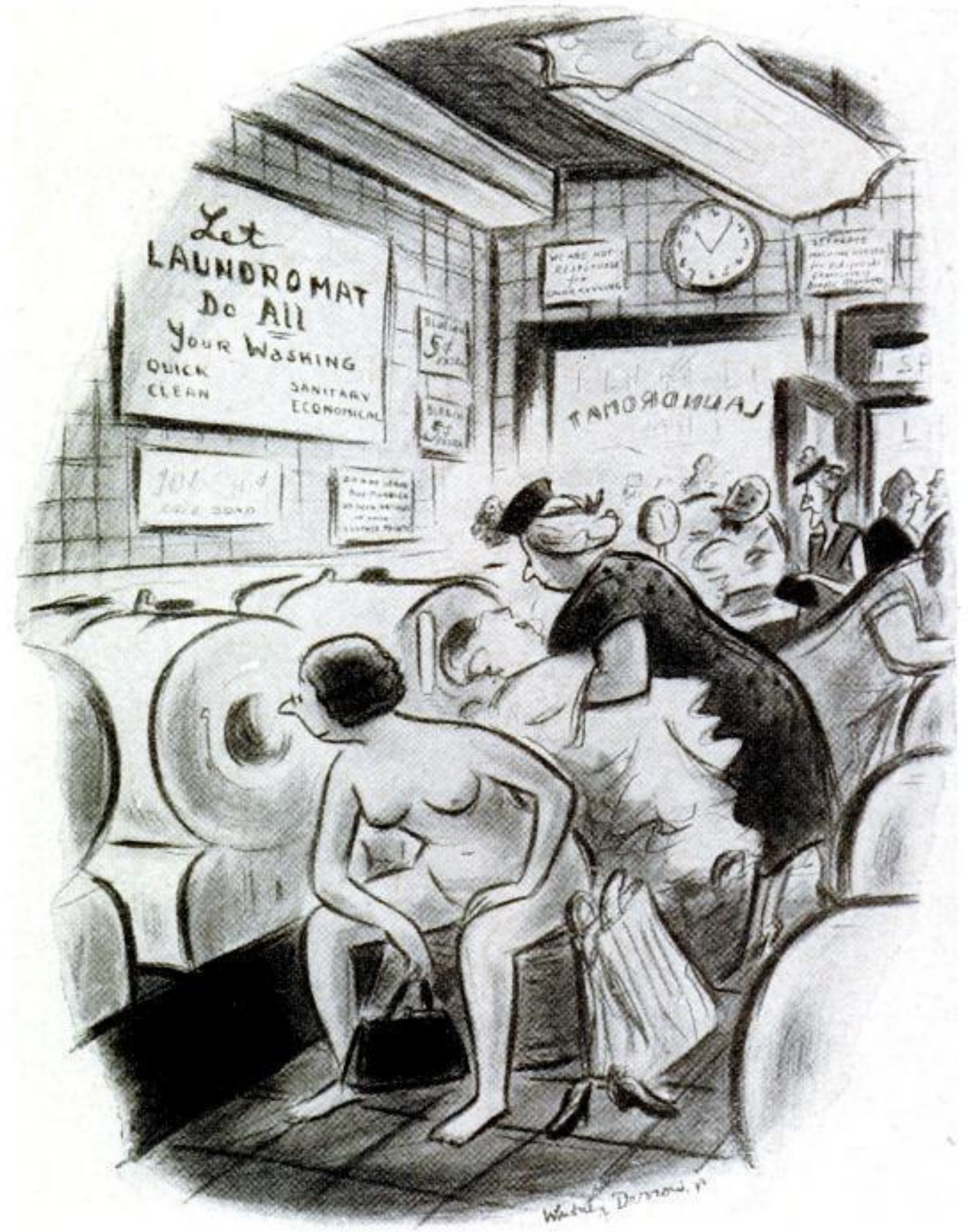
11



## PASSION AND PATIENCE IN THE LAUNDROMAT



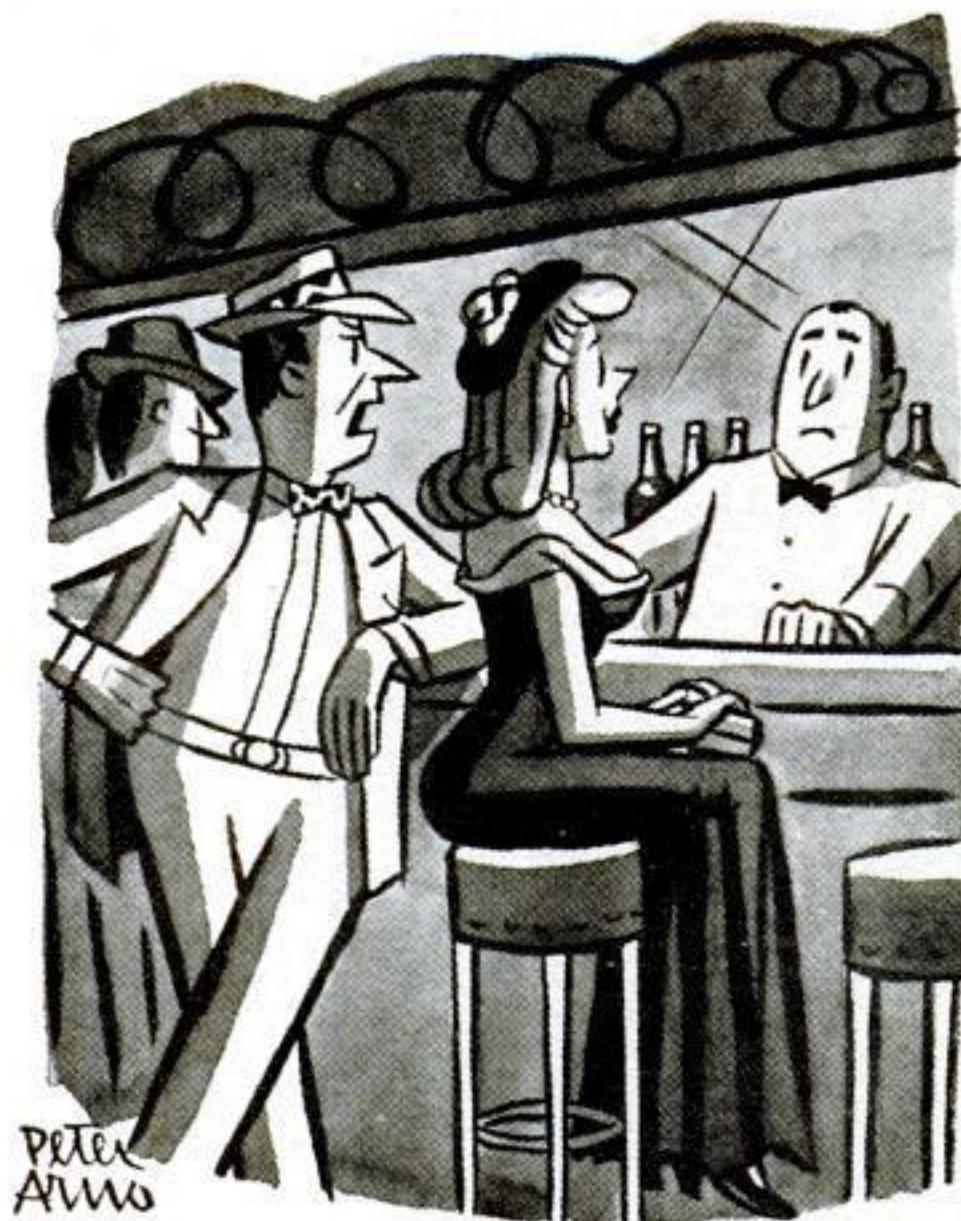
*"We've got to find another way to meet, Mildred.  
My wife's getting suspicious."*



## SPEAKING OF PICTURES . . .

...The funniest cartoonists frequently work from the same old ideas

### WHAT TO DO WITH GOLD DIGGERS



*"Fill 'er up."*



### THE INTRUSIONS



*"Irma! Go put some clothes on!"*

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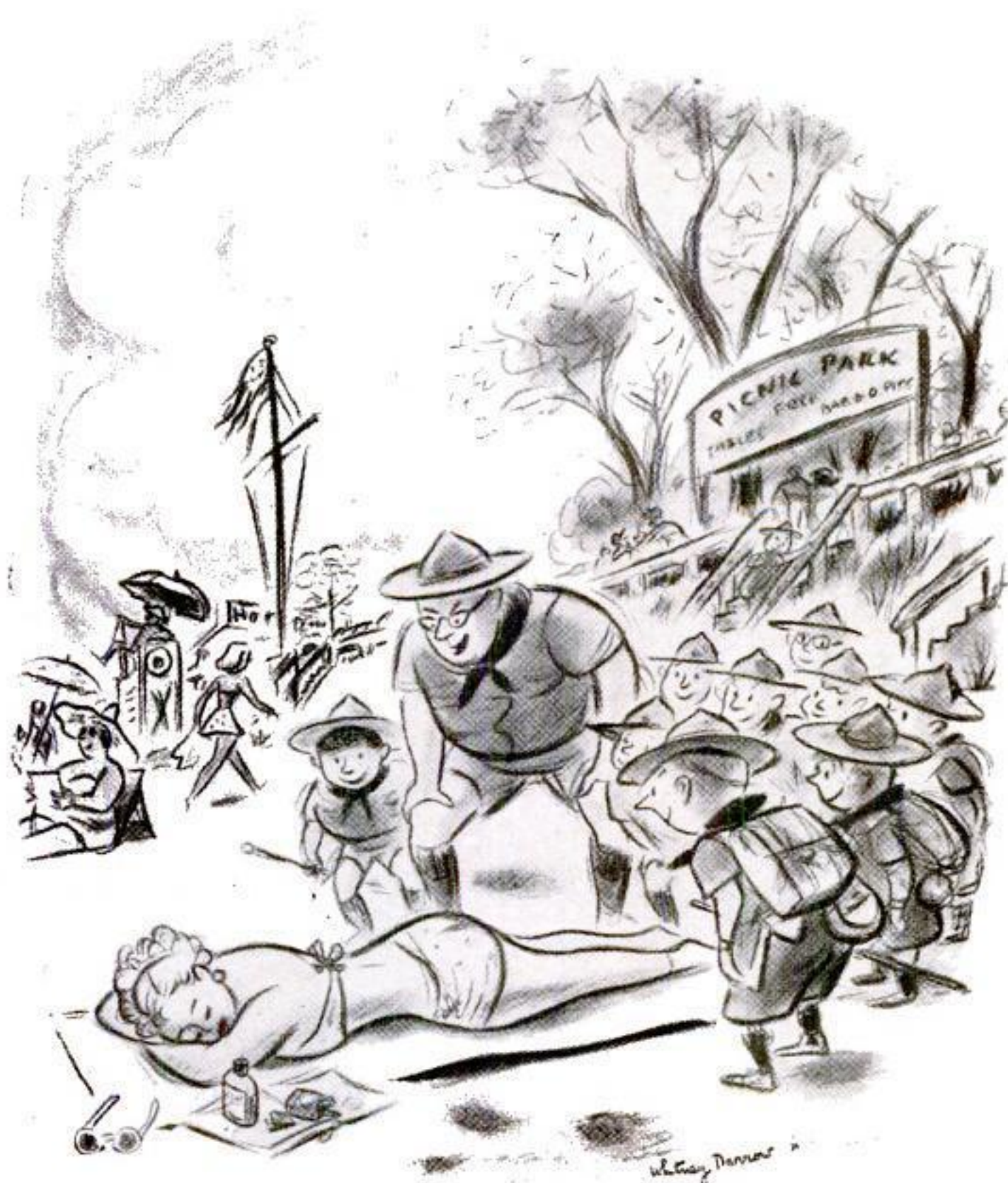
## BOY SCOUTS AND THE BODY BEAUTIFUL



"Well! We track that old 'possum to his lair, men?"

In their earnest search for the incongruities of the society they skilfully lampoon, *The New Yorker* cartoonists frequently are found traveling along parallel paths. This is apparent in new collections of drawings by two *New Yorker* artists—Peter Arno's *Sizzling Platter* (Simon

& Schuster, \$2.75) and Whitney Darrow Jr.'s *Please Pass the Hostess* (Random House, \$2.75). Arno and Darrow, whose cartoons are paired on these pages, show a mutual preoccupation with such new influences as the Laundromat and television and such old ones as the Bible and Boy



"Harrison is right. It's a square knot."

Scouts. But their attack is different. Darrow is amused and amiable. You can believe that his Boy Scouts (*above*) have some real interest in the square knot. Arno is fierce and sardonic. You know for sure that his Boy Scouts (*above, left*) don't give a hang about tracking possums.

## OF TELEVISION



"Hmm."



"Thou hast eyes to see but seest not!"



"Will Ruth really stay with Naomi in the land of Judah or will she go back to the Moabites? What is between Ruth and Boaz? What will Naomi say when she learns Ruth has found favor in his sight? Tune in next Sunday at this time and learn what further events befall these real-life characters."

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NOW! PROOF THAT BRUSHING TEETH RIGHT AFTER EATING WITH

# COLGATE DENTAL CREAM HELPS STOP TOOTH DECAY!



**Exhaustive Research by Eminent  
Dental Authorities Proves How Using  
Colgate Dental Cream Helps  
Stop Tooth Decay Before it Starts!**

NOW dental science offers *proof* that always brushing teeth with Colgate's right after eating helps stop tooth decay before it starts! Proof—based on hundreds of case histories, two years of continuous research at leading universities—the most *conclusive* proof in all dentifrice research on tooth decay.

Under the direction of eminent dental authorities, one group of college men and women always brushed their teeth with Colgate Dental Cream right after eating—while another group followed their usual dental care. The average of the group using Colgate's as directed was a startling reduction in number of cavities—*far less tooth decay!* The other group developed new cavities at a much higher rate.

Modern research shows tooth decay is caused by mouth acids which are at their worst after meals or snacks.

When you brush your teeth with Colgate Dental Cream right after eating, you help remove acids before they can harm enamel. And Colgate's penetrating foam reaches crevices in teeth where food particles often lodge.

**The Most Conclusive Proof  
in All Dentifrice Research  
On Tooth Decay!**

The Colgate's now at your dealer's is the same formula used in the tests. Colgate's contains all the necessary ingredients, including an exclusive *patented* ingredient, for effective daily dental care. No risk of irritation to tissues and gums! And no change in flavor, foam, or cleansing action.

No claim is made that using Colgate's can stop *all* tooth decay, or help cavities already started. But brushing teeth right after eating is the *proved* way to help stop tooth decay with Colgate Dental Cream.

**NO OTHER DENTIFRICE OFFERS PROOF OF THESE RESULTS**



**Always use Colgate's to  
Clean Your Breath While You Clean Your Teeth  
and HELP STOP TOOTH DECAY!**  
\* Right after eating

## SPEAKING OF PICTURES CONTINUED



THE SERIES DRAWING BY WHITNEY DARROW JR. REPRODUCED FROM THE NEW YORKER BY PERMISSION. COPR. 1949 THE NEW YORKER MAGAZINE INC.

**NARRATIVE TECHNIQUE** is Darrow favorite for the gag without words, in which last picture has no point unless reader has first digested the build-up.



# Now! America's Fastest Selling Electric Shaver\*

**NEW**

## Sunbeam SHAVEMASTER

REG. U. S. PAT. OFF.

Because it shaves  
**CLOSER, CLEANER**  
in **LESS TIME**  
than soap-and-blade

Light  
Beard—  
SHAVEMASTER  
time: 2 min.



Shaves the neck clean, close.  
The new Twice-size SINGLE Head  
has four special slots that pick up  
curly or longer hairs on the neck.

Medium  
Beard—  
SHAVEMASTER  
time: 3 min.



Shaves every type of face—  
full, medium or lean. Shavemaster's  
oval head fits every contour.

Beginners—  
SHAVEMASTER  
time: 1½ min.



Both beginners and seasoned  
shavers find Shavemaster the answer  
to their shaving problem.

Tough  
Beard—  
SHAVEMASTER  
time: 4 min.



No matter what kind of beard  
you have, whiskers can't escape.  
The holes that screen Shavemaster's  
oval head are closer together than  
the hairs on your face.



ENTIRELY  
NEW SHAPE  
is smaller  
in the hand,  
easier to handle

Twice-as-wide shaving  
surface shaves twice as  
much beard in same time

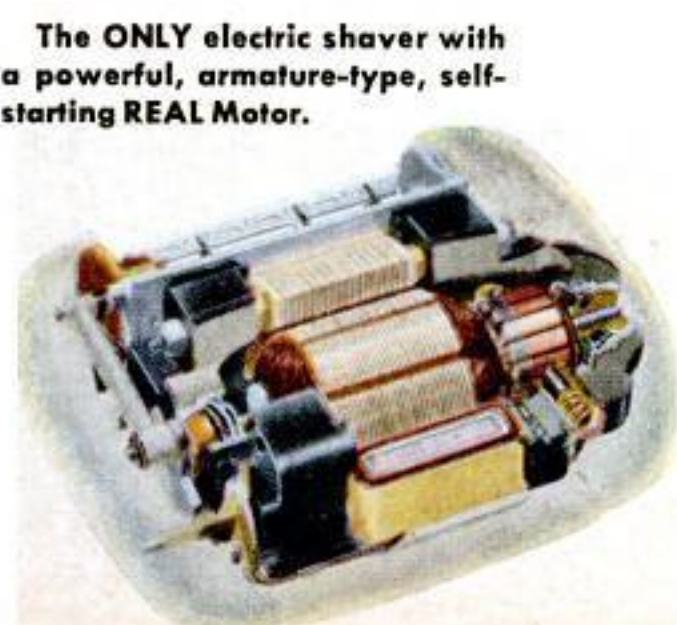
If you are one of those men who believes electric shavers take too long, and won't shave a beard like yours CLOSE enough—the new Model "W" Sunbeam Shavemaster can change your mind in 3 minutes. Try it, and see for yourself.

It takes the average man about 7 minutes\*\* to lather and shave with soap-and-blade. That same man will get a better shave with the new Shavemaster in 3 minutes. Even if you've got the toughest, heaviest beard, plus a tender skin, you'll shave in LESS TIME than it takes with soap-and-blade. What's more, you'll get a closer shave—more comfortable—more convenient—no nicks or cuts, muss or fuss, this new, easy way.

There's no 10-day "trial period" necessary—none of this much-talked-about "breaking in" with the new, revolutionary Model "W" Sunbeam Shavemaster. Find out for yourself how the new Sunbeam can give you a cleaner, closer shave in LESS TIME than you ever thought possible. See it at your Sunbeam dealer's. Most dealers are prepared to have you try the Sunbeam right in their stores.

\*When seven thousand dealers were asked which electric shaver was their best seller, more answered the new Sunbeam Shavemaster than all other makes combined.

\*\*This figure is based on surveys by two national magazines.

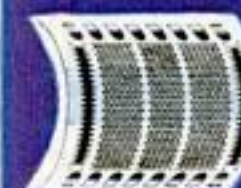


The ONLY electric shaver with  
a powerful, armature-type, self-  
starting REAL Motor.

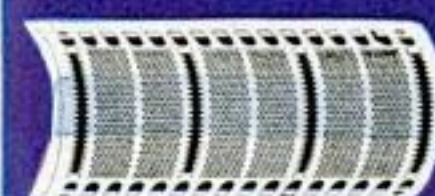
Why we use ONE  
Twice-size SINGLE Head  
instead of a multiplicity  
of small heads



Original Model R  
Shavemaster  
(475 openings)



Model S  
Shavemaster  
(840 openings)



NEW  
MODEL W  
Shavemaster  
(1,750  
openings)



Multiple Heads  
Sunbeam's bigger single  
head gives you over three  
times as many shaving ac-  
tions per second as shavers  
with many smaller heads.

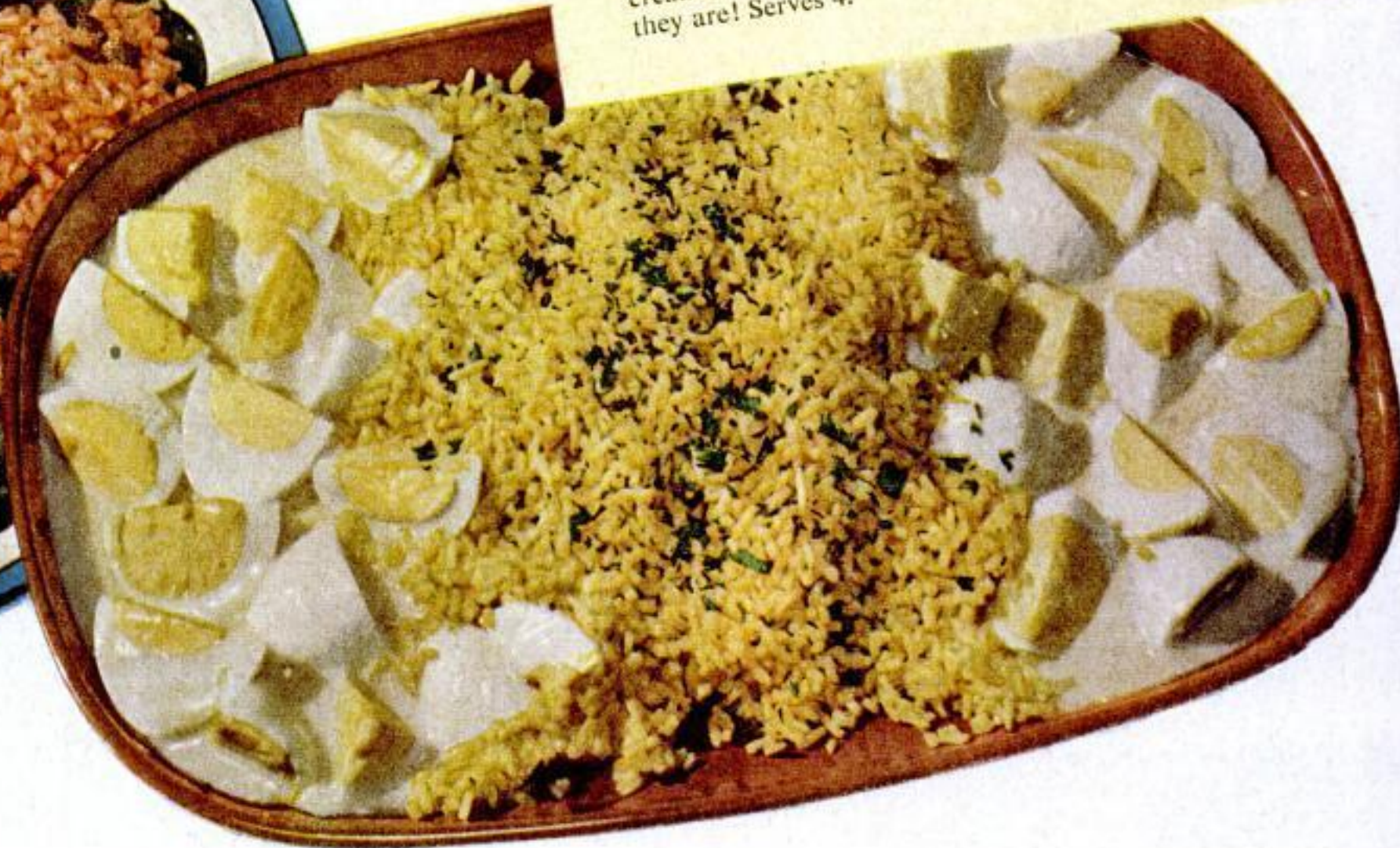


# Quick, quick, quick—Smack, smack, smack!



**LEFTOVER-MEAT TREAT . . . IN 30 MINUTES!**  
**Rice Stuffed Peppers.** Combine  $\frac{3}{4}$  cup Minute Rice, 1 cup diced cooked meat, 1 cup canned tomatoes, 2 tablespoons chopped onion,  $\frac{1}{2}$  cup water,  $\frac{1}{2}$  teaspoon salt, dash of pepper. Cut 4 green peppers lengthwise, fill with rice mixture. Salt and pepper  $1\frac{1}{4}$  cups canned tomatoes. Put in skillet. Arrange peppers on top, cover, cook 20 minutes or until tender. Serves 4. The way Minute Rice picks up and holds the savory juices is amazing!

**BUFFET INSPIRATION . . . IN 25 MINUTES!**  
**Curried Rice with Creamed Eggs.** Melt 2 tablespoons butter in saucepan, add  $\frac{1}{4}$  cup chopped onion, 1 package ( $1\frac{1}{2}$  cups) Minute Rice. Sauté until rice is golden brown stir constantly. Add  $\frac{1}{2}$  teaspoon curry powder, 1 teaspoon salt,  $1\frac{3}{4}$  cups water. Bring to full boil, boil 2 minutes. Remove from heat, cover, let stand 10 minutes. Serve with creamed eggs—speedy Minute Rice will be ready before they are! Serves 4.



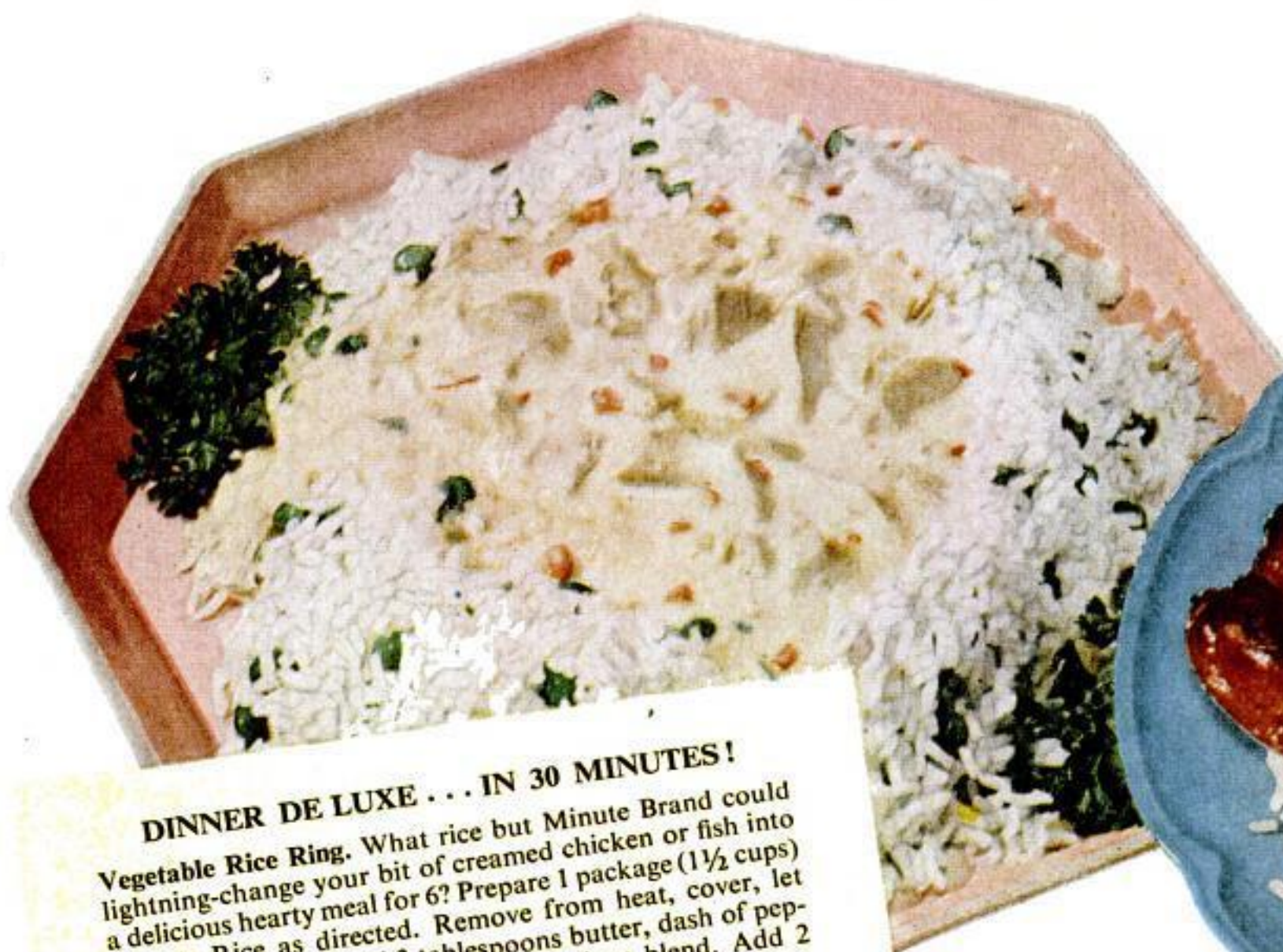
## AMAZING NEW RICE DISCOVERY

makes dozens of taste thrills  
quicker for you!

- ★ NO WASHING!
- ★ NO RINSING!
- ★ NO DRAINING!
- ★ NO STEAMING!
- ★ PERFECT RICE EVERY TIME!

Just bring Minute Rice to a boil! No other cooking required. Fluffy, deliciously tender, snowy rice every time!

So different from other rice, this exciting new Minute Brand product surprises your family with something wonderful time after time. You'll want to keep 2 or 3 boxes on hand.



**DINNER DE LUXE . . . IN 30 MINUTES!**  
**Vegetable Rice Ring.** What rice but Minute Brand could lightning-change your bit of creamed chicken or fish into a delicious hearty meal for 6? Prepare 1 package ( $1\frac{1}{2}$  cups) Minute Rice as directed. Remove from heat, cover, let stand 10 minutes. Add 3 tablespoons butter, dash of pepper, 2 tablespoons finely chopped onion; blend. Add 2 cups cooked or canned peas. Shape into ring, fill center with chicken à la king or creamed fish.

**FLAVORY BARBECUE . . . IN 20 MINUTES!**  
**Barbecue Plate.** Big hit for your fireside supper—and you bring it out like a rabbit from a hat with your pre-cooked Minute Rice! Prepare 1 package ( $1\frac{1}{2}$  cups) Minute Rice as directed. Serve with quick-frozen lima beans and 8 broiled frankfurters. Top with this *Barbecue Sauce*: Combine 1 cup Snider's Chili Sauce, 2 tablespoons brown sugar, 3 tablespoons vinegar, 3 onion slices, few drops tabasco. Simmer 5 minutes. Serves 4.



For tastier,  
quick-quick meals

# MINUTE BRAND RICE

BRAND



A Product of General Foods





You're looking at a  
shaving "miracle"

by **Courtley**

WORLD'S FINEST MEN'S TOILETRIES



WORLD'S FINEST  
AFTER-SHAVE LOTION

\$1 PLUS TAX

Large 6 oz. bottle

Just one dash of this wonderful lotion will convince you it's the world's finest. Feel refreshed, toned up, instantly. The distinctive Courtley fragrance will delight you... and others too! Top off your shave with the "tops". Other Courtley toiletries for men from 50¢ to \$175.

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where and when you need it!



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Portable heat-makers that really make cold rooms comfortable. Just plug into electric outlet. Completely automatic, with trouble-free thermostatic control. Made of cast iron just like a stationary radiator—will last a lifetime. Gives steady heat just where you need it! And only when you need it! Clean, odorless. Three sizes, AC or DC, \$57 to \$78 FOB factory. It will pay for itself in comfort, safety and convenience. Learn the whole story of this efficient heater—use the coupon below.

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**BURNHAM Portable  
ELECTRIC STEAM RADIATOR**

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Irvington, N. Y. Dept. L119  
Please send folder telling more about the  
Burnham Portable Electric Steam Radiator.

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City \_\_\_\_\_ State \_\_\_\_\_

## LIFE'S REPORTS



**A PRIEST SAMPLES** Coke after blessing of the new bottling plant.

## THE STARS RULE SIAM

A man needs astrology  
from cradle to grave

by ROY ROWAN

In happy little Siam—now officially called Thailand—people are more accustomed to *coups d'état* than they are to Coca-Cola. But Siam's coups and "Coke" have one thing in common. Neither can be launched successfully without the services of a reliable astrologer.

Last spring when William Dalton Davis, a young American, was about to introduce Coca-Cola in Bangkok, his Siamese associates called him aside. "We cannot open the new bottling works without consulting an astrologer," they told him flatly.

Davis was reluctant to let superstition interfere with business. But he tactfully consented, and three days later his partners returned grinning. "Operations can commence at 11:26 a.m. on April 8," they announced.

"But that's a week early," Davis complained. "The plant won't be ready until the 15th."

"Then we must wait until 2:25 p.m. on May 12," they said.

"We can't afford to delay operations for a full month."

"If you refuse to take the astrologer's advice the Buddhist priests will refuse to bless the bottling machinery at our opening ceremony," they persisted.

CONTINUED ON NEXT PAGE

"**THANKS JERIS**  
FOR KEEPING MY  
HAIR AND SCALP IN  
GREAT SHAPE!"

says *Robert Cummings*



ROBERT  
CUMMINGS

co-star of

"Bitter Victory"

A Hal Wallis-Paramount  
Production

**KEEP HAIR WELL-GROOMED, FREE OF  
DANDRUFF** with amazing "Double-Action" JERIS

Guard your hair and scalp the amazing way many movie stars do. Use Jeris Antiseptic Hair Tonic daily, with massage. Jeris' "double-action" not only keeps hair neat... but keeps dandruff flakes away.

**(1) JERIS KILLS DANDRUFF GERMS\*** on contact! Instantly removes ugly dandruff flakes from your hair and scalp.



**(2) JERIS STIMULATES THE SCALP!** Daily massage with Jeris nourishes hair roots. Helps promote healthy hair growth, relieve dry scalp and excessive falling hair.

For well-groomed hair that's free from dandruff too, take the advice of Robert Cummings, Dennis O'Keefe, Alan Ladd, and many other Hollywood stars. Ask drug-gist or barber for Jeris Antiseptic Hair Tonic today.

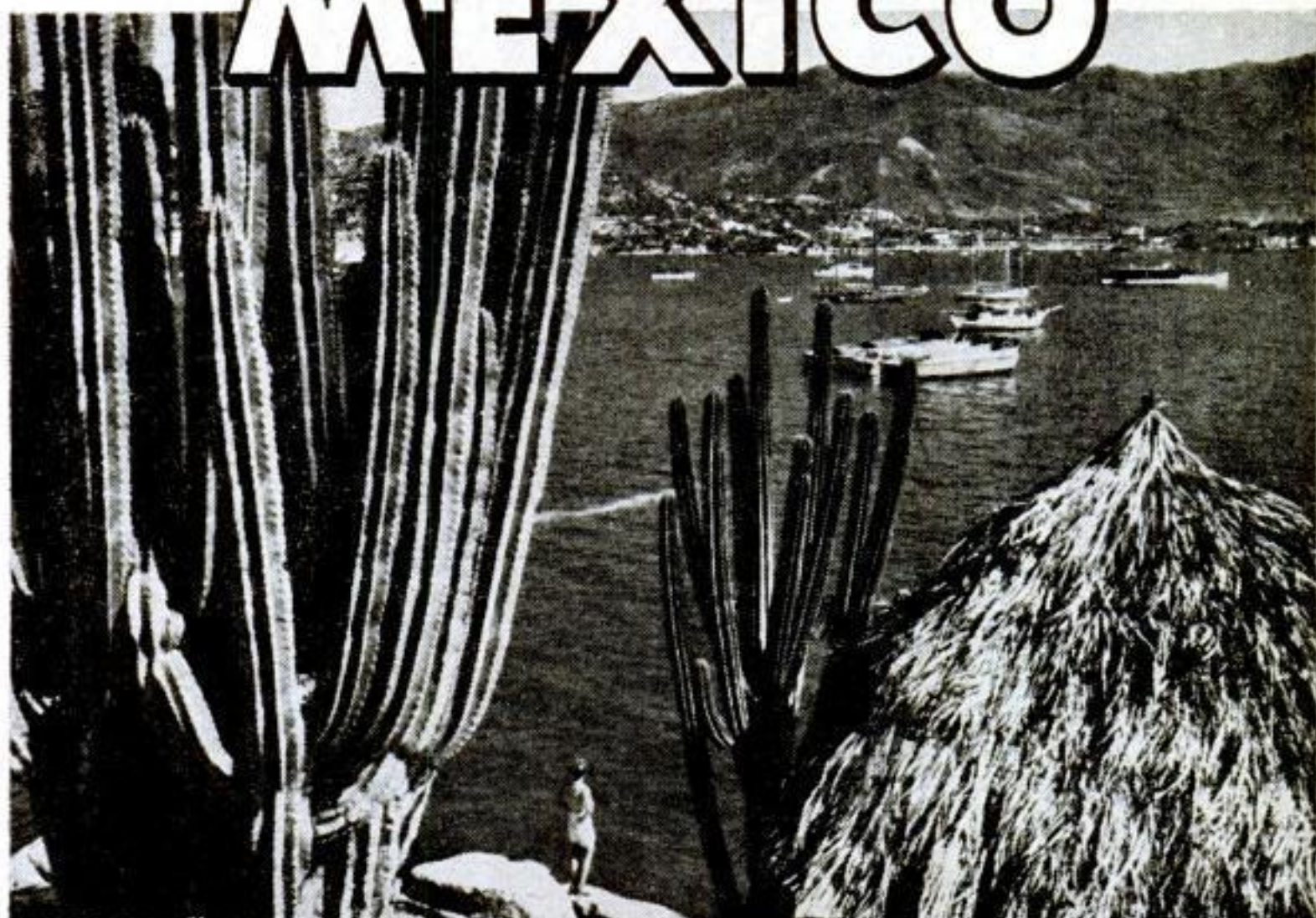
\*(Pityrosporum ovale), which many authorities recognize as the cause of infectious dandruff.



**JERIS**  
**ANTISEPTIC HAIR TONIC**



# Beautiful, Romantic MEXICO



today gives you *more* for your *money*



Mexico City is a cosmopolitan capital with superb hotels, nightclubs, wide boulevards and myriad playtime attractions. Warm bright days and cool nights. Bring Spring-weight suits and a light topcoat.



The landscape of Mexico is breathtakingly beautiful. Snow-capped peaks tower over warm desert-lands or tropical verdure. This Pico de Orizaba beams down on a famous spa where you can swim among gardenias!



Picturesque are the native markets and country villages where often you capture your most delightful impressions. This is the Mexico for your memory-book; this is gentle Mexico of the great historic past and proud present.

*Consult your Travel Agent or Write*

**COMISION NACIONAL DE TURISMO**

Morelos 110 — Dept. L

México, D. F.



LADY ASTROLOGER uses horoscope that hangs on tamarind tree.

## LIFE'S REPORTS CONTINUED

"Then nobody in Siam will drink Coca-Cola."

On April 8 nine orange-robed Buddhist priests scurried barefoot through the gleaming new plant dabbing splotches of gold paint on bottling equipment and on Davis' forehead. At 11:26 a.m. the machinery was switched on.

Ever since priests from India introduced astrology into Siamese court life in the 13th Century, kings and commoners alike have hesitated to make a move without first checking their horoscopes. Each king appointed a royal astrologer, with a rank equivalent to viscount. Most renowned royal astrologer, according to Siamese legend, was a 17th Century Buddhist priest named Phra Wanarat ("the Abbot of the Forest"). King Narai once decided to test him. One day the king called for a live mouse. "Cover the creature with a gold wash basin and bring in the Abbot of the Forest," ordered Narai.

"Now, my royal astrologer," chortled Narai to Phra Wanarat, "what lies beneath the golden basin?"

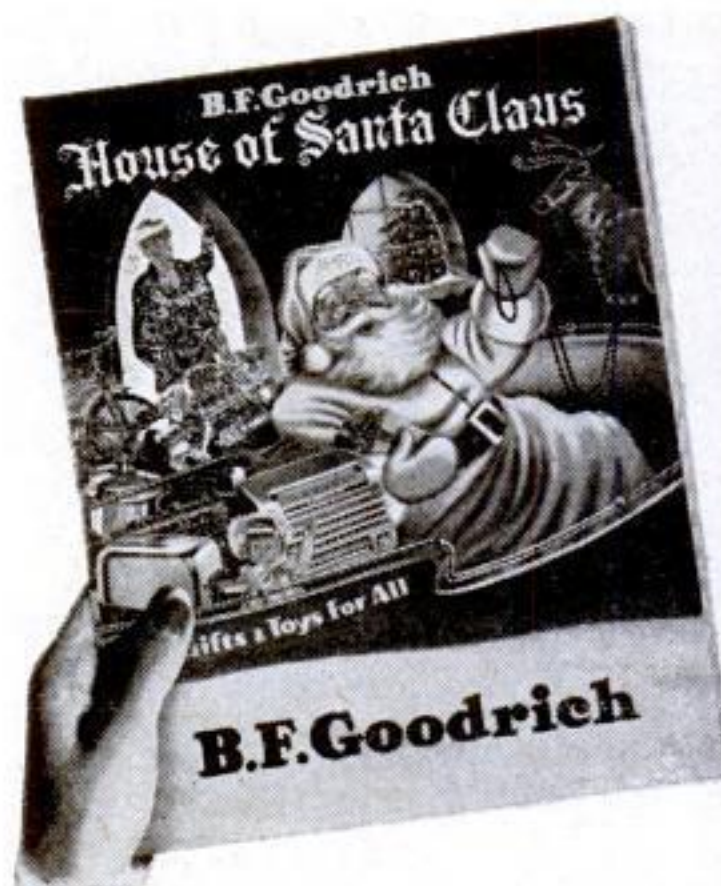
"Beneath the golden basin lies an animal with five lives!"

"Remove the basin," shouted the king.

A page boy carefully raised the gold vessel. There sprawled on the polished teak floor lay the mouse suckling four young.

Wednesdays in Siam are considered dangerous for ceremonies of any kind except beheadings. This fear stems from a prediction made by another royal astrologer, Phya Hora Thibodi Choom. Choom warned King Chulalongkorn not to attend a cremation set for a Wednesday because it would result in death for another member of the family. Chulalongkorn scoffed at his astrologer only to watch his uncle drop dead during the ceremony. King Chulalongkorn's father, King Mongkut, was the only monarch who refused the services of a royal astrologer. Mongkut was a noted astrologer himself and preferred to read his own horoscope.

## FREE! Hundreds of ideas for Christmas gifts



In the new, 40-page, illustrated BFG Christmas catalog are hundreds of ideas on wonderful gifts—for your family, your friends, and Aunt Minnie, too. All nationally advertised, quality items. All fairly priced. You can make up your Christmas list quickly and easily, then do all your shopping in one trip at your friendly B. F. Goodrich retailer. There's one near you. Convenient budget terms if you want them. Get your free catalog today from the BFG retailer in your neighborhood—or write THE B. F. GOODRICH COMPANY, DEPARTMENT K, AKRON, OHIO.

## B.F. Goodrich

HOUSE OF SANTA CLAUS

ON CHRISTMAS MORNING TELL HER

"I Love You"

WITH A

**LANE**

Cedar Hope Chest



No. 2400 Excitingly styled in matched Paldao, Walnut, Walnut Stump, and Zebra wood. Has receding lid hinges and famous LANE tray. **\$59.95**

Make Christmas Dreams Come True for sweetheart, wife, mother, daughter, or sister

The Perfect Love-Gift, Too for birthdays, anniversaries, confirmation, engagements, and graduation!

Join Your Dealer's LANE Christmas Club Today!

There is a Lane for every room, with exteriors in all popular woods and finishes to harmonize with all types of furniture. Guaranteed Moth Protection. At all fine furniture and department stores.

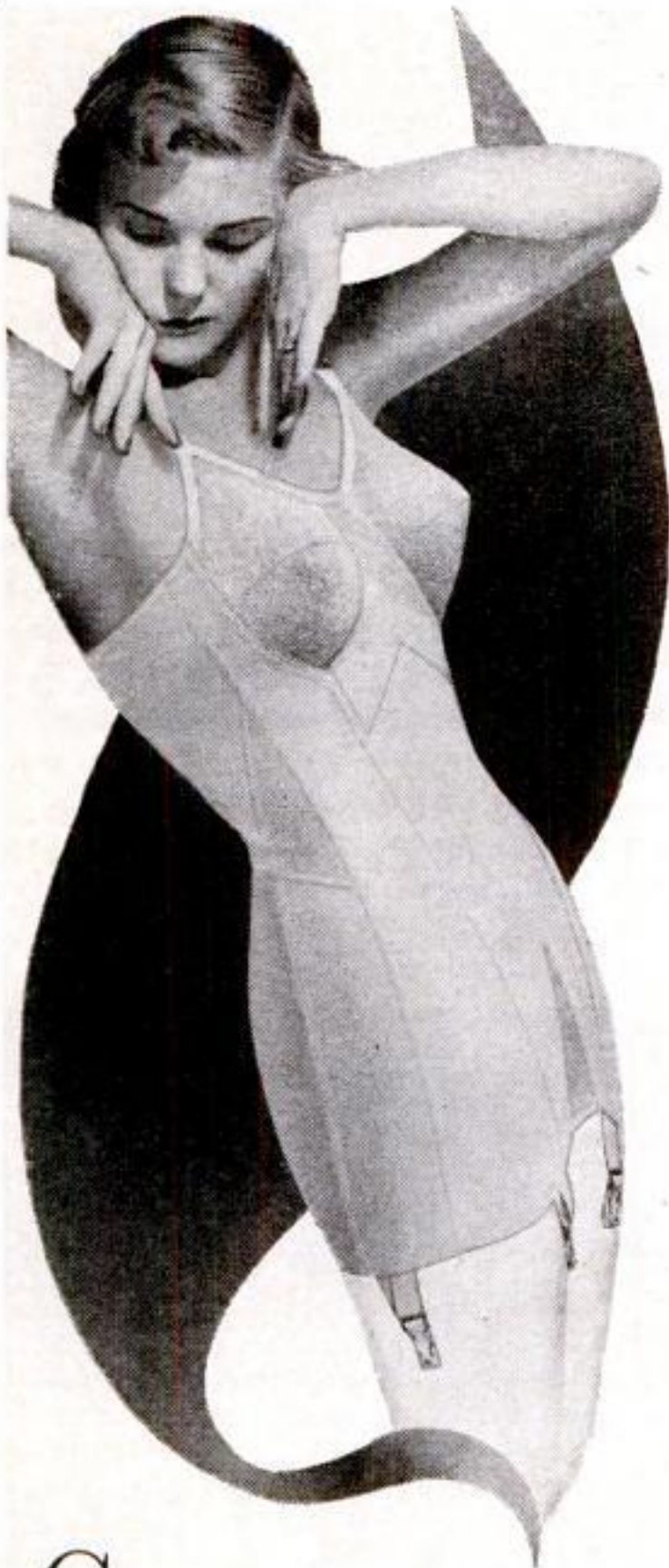
THE LANE COMPANY, Inc., Altavista, Va. Write Attention Dept. L19 for information, if desired.

CONTINUED ON NEXT PAGE



No better combination

YOU and  
Mis Simplicity®



Gossard's original all-in-one gives you the youthful freedom of a separate bra and girdle.



The diagonal action of the criss-cross feature slims midriff and waistline...as only MisSimplicity can! Cut low in back, it's equally desirable for everyday and formal wear.

Enjoy all the extras of Gossard quality. In Nylon, \$16.50 and \$22.50. Your choice of other materials, from \$10.00.

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Featured by more stores and shops

Gossard—the most complete line  
for all ages and figure types

the  
Gossard  
line of beauty®

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PREMIER PHIBUN once prohibited astrology, secretly embraced it.

#### LIFE'S REPORTS CONTINUED

When the absolute monarchy was overthrown in 1932 by the first of a series of coups and counter-coups, astrologers were left with an even firmer hold on government affairs. Many prominent legislators secretly consulted astrologers in planning their political careers. In Siam there is a saying, "Politicians make the best astrologers, and astrologers become the most successful politicians." Politicians become expert in reading horoscopes because they spend so much time with the astrologers. Astrologers succeed as politicians because they can tell from the stars when to enter public life.

Siam's dapper little premier, Marshal Phibun Songgram, keeps a stern eye on the stars. As puppet dictator during the Japanese occupation, he once proclaimed, "In conformance with our new cultural code, Siamese must neither chew betel nut nor believe in astrology." Japan was soon defeated, and Phibun was jailed as a war criminal.

While awaiting trial, Phibun heard a heartening report. An astrologer predicted that he not only would be released but would once again rise to power. This prediction was published in Bangkok newspapers and repeated throughout the country. Almost immediately, by a "surprise" ruling of Siam's supreme court (whose members Phibun had picked), Phibun was freed.

In September of 1947 Phibun consulted a famous one-eyed astrologer named Tong Kam, who advised him, "According to my calculations Nov. 8 will be the most auspicious day for your return to power." On Nov. 8 tanks rumbled through the streets of the capital. In a sudden bloodless coup d'état Phibun's faction seized control of the government.

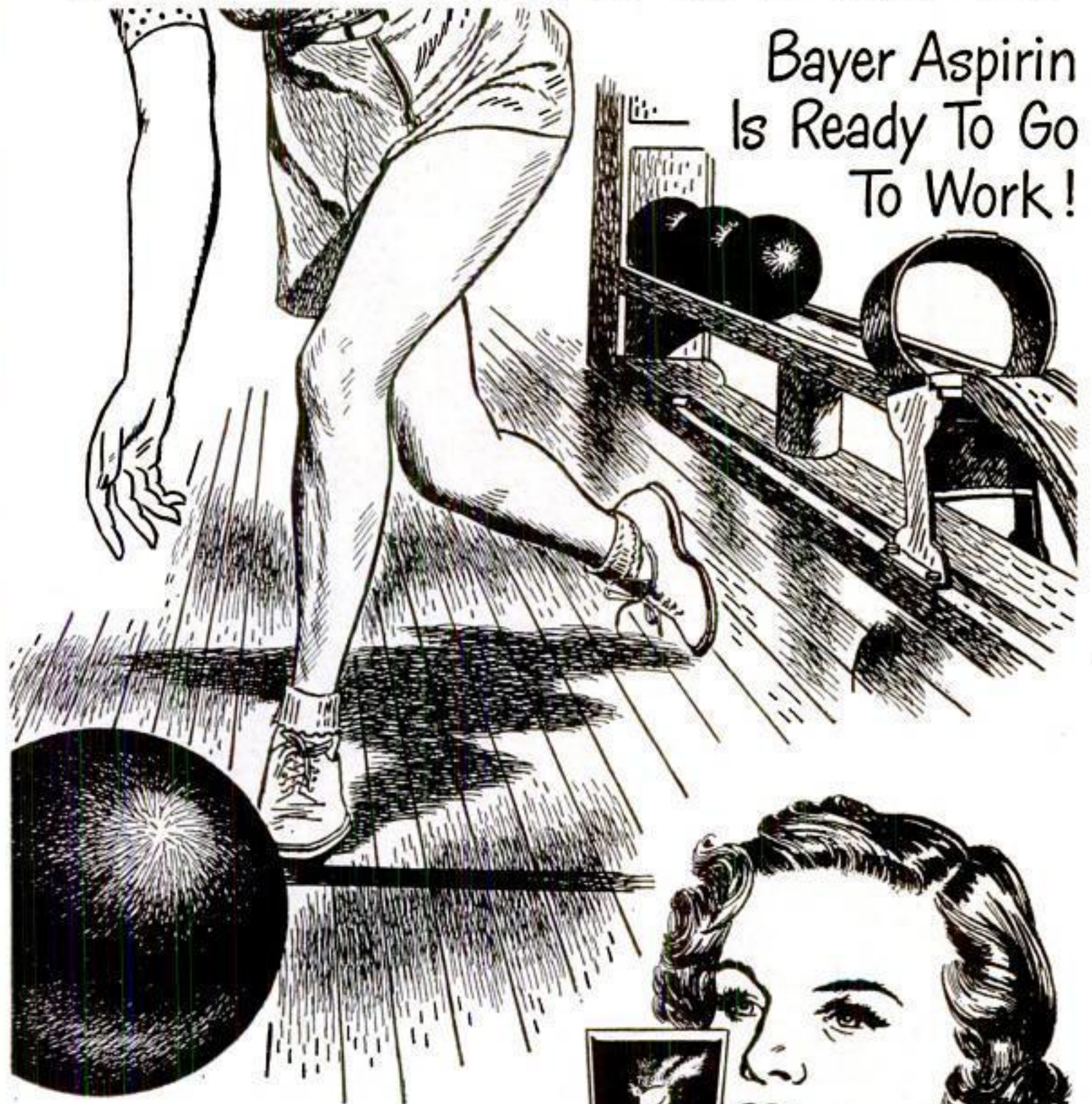
On Siam's 18 million cheerful people—peasants, samlor drivers, rubber tappers and students—astrology has a stronger hold than any science or religion. There are four occasions, considered the "Four Crises of Life,"

CONTINUED ON NEXT PAGE

In 3.6 Seconds A  
Bowling Ball Rolled By  
The Average Woman  
Bowler Travels 60 Feet  
...But In Only

# TWO SECONDS

Bayer Aspirin  
Is Ready To Go  
To Work!



## MAKE THIS TEST!

To see how fast it's ready to go to work, drop a Bayer Aspirin tablet in a glass of water and time its disintegrating speed. What happens in the glass, happens in your stomach.



When you want really fast relief from ordinary headache, neuritic or neuralgic pain, use genuine Bayer Aspirin. Bayer Aspirin tablets bring you relief with amazing speed because they start disintegrating almost instantly you take them. Timed by stopwatch, Bayer Aspirin is actually ready to go to work in two seconds.

But fast relief isn't the only reason why it pays to use Bayer Aspirin. Also important is the fact that you can take it with complete confidence. For Bayer Aspirin's single active ingredient is not only so effective that doctors regularly prescribe it for pain relief, but is so gentle to the system mothers give it even to small children on their doctors' advice.

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one thing you can take with complete  
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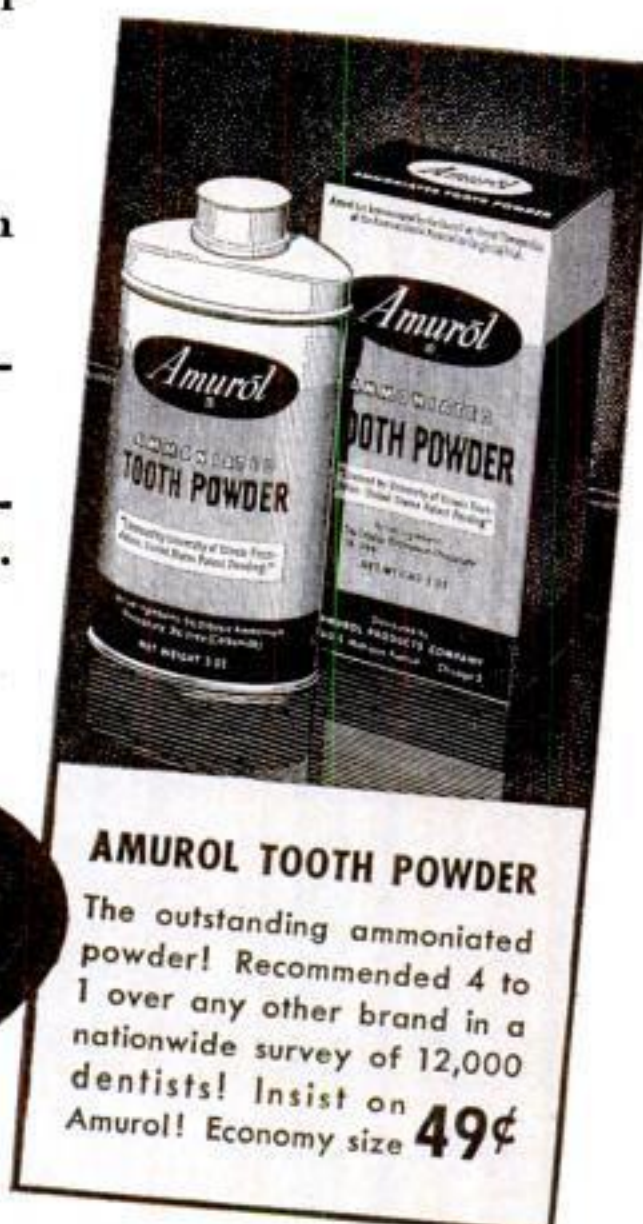
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## LIFE'S REPORTS CONTINUED

when an astrologer's services are absolutely mandatory:

When a child is born an astrologer is immediately summoned to cast its horoscope. This is a lifetime prediction covering all major events until death.

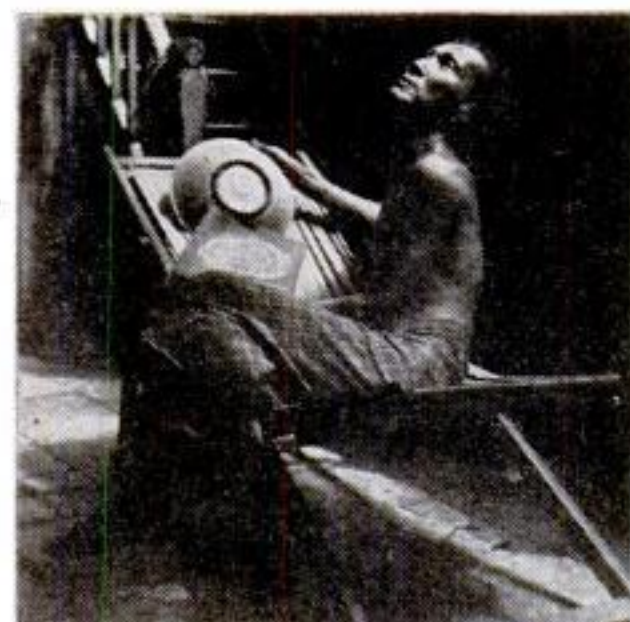
The transition from childhood to adult life is marked by a traditional haircutting ceremony called Kone Chuk. On a date set by an astrologer the child's "top-knot" is snipped off. The child then officially becomes an adult.

For marriage astrologers perform varied functions besides picking the propitious wedding day. They frequently serve as matchmakers, introducing couples who have "harmonious horoscopes."

As the final "crisis"—cremation—can have considerable effect on both the spirit of the departed and the surviving members of the family, astrologers are always summoned to set the date and hour of the ceremony.

Astrology in Siam is so complex that many stargazers have become "specialists" in one phase, such as births, marriages, cremations, business ventures or politics. Two years ago more than 100 of Bangkok's leading "specialists" banded together to form an Astrologers' Association. This group convenes every second Saturday and is dedicated to "exploring the science and discovering new truths."

Along the shaded avenues approaching Bangkok's ornate Grand Palace several hundred astrologers camp ready to cast horoscopes for one tical (5¢) and up. They are called Hora Tai Ton Makam ("Astrologers Under the Tamarind Trees"). There is one venerable old gentleman who has given up his seat under the tamarind trees. His name is Phya Hora Thibodi Yarnavej, and he is Siam's sole surviving royal astrologer. Yarnavej served four kings. Old and emaciated, he now lives peacefully in a dilapidated wooden house given him by King Prajadhipok. "Astrologers have become too mercenary," he often groans. "I prefer to play the violin and grow orchids. If you think too much about the stars you get muddled in the head."



ROYAL STARGAZER, who is retired, deplores new commercialism.

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COLD  
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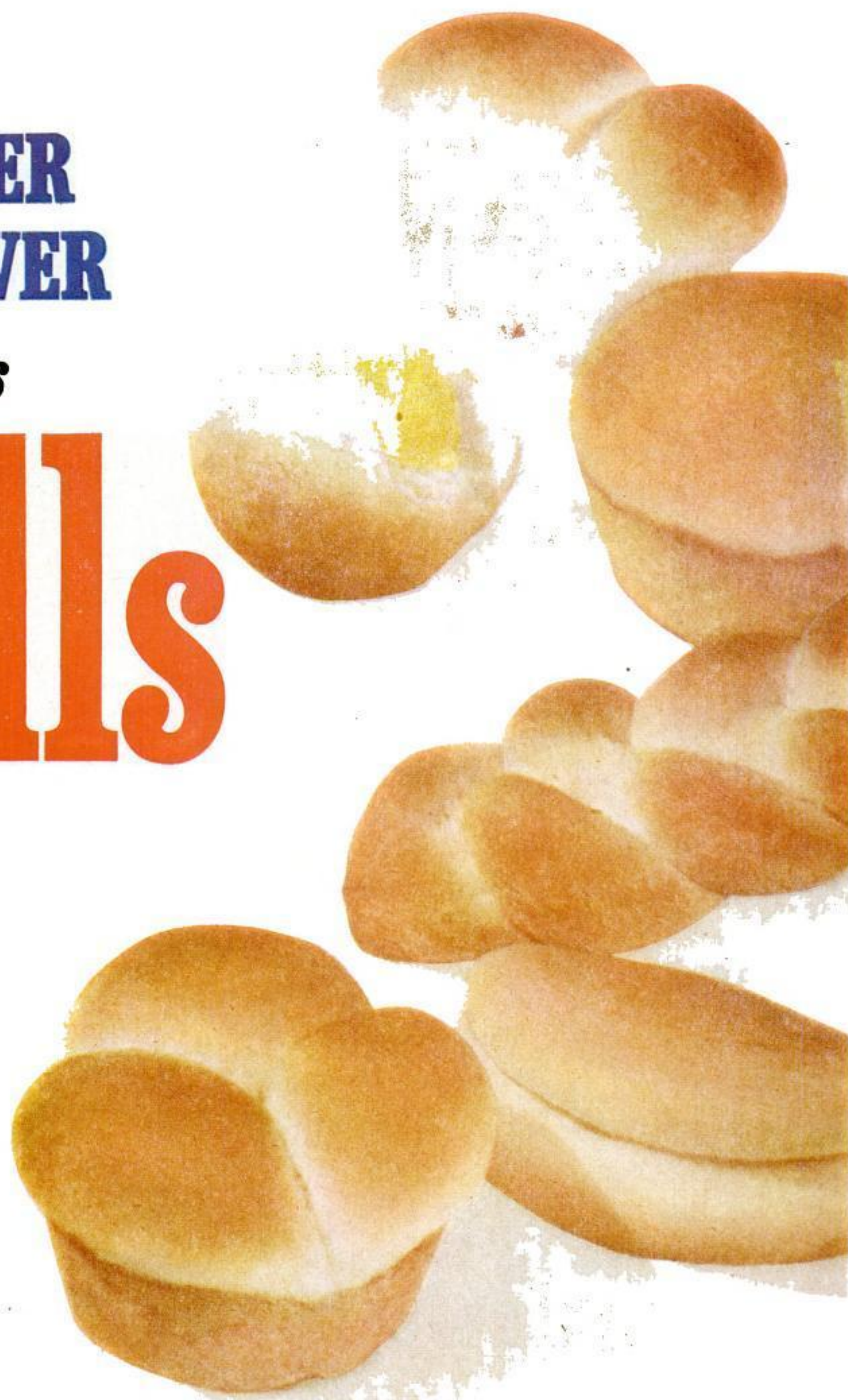
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**High-Vitality Yeast**

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## CONTENTS

### THE WEEK'S EVENTS

FILIPINOS ELECT FRIEND OF U.S.	33
DEATH OVERTAKES RACING DRIVER REX MAYS	40
POLITICAL UNKNOWN UPSETS THE REDS	44
EDITORIAL: LITTLE NEWS	46
A BUTCHER SHARES THE GENERAL MOTORS MELON	49
RUSSIANS EXPLAIN ATOM BLAST	56
NEHRU'S RIVAL GOES ON TOUR	86

### ARTICLE

BRITISH WELFARE STATE DEBATED	116
-------------------------------	-----

### PHOTOGRAPHIC ESSAY

THEATER GIRL	103
PHOTOGRAPHS FOR LIFE BY W. EUGENE SMITH	

### MOVIES

THE REMARKABLE MR. TOAD	65
"BATTLEGROUND"	91

### EDUCATION

NEWEST CLASSROOM	70
------------------	----

### SPORTS

PHONY DEER FOOLS HUNTERS	77
--------------------------	----

### ART

MAYA MURALS	80
-------------	----

### RELIGION

A NEW EVANGELIST ARISES	97
-------------------------	----

### ARCHITECTURE

"THE THIRD ROME"	111
------------------	-----

### NIGHTCLUBS

FLESH AND FUR	127
---------------	-----

### SCIENCE

DEFORMED FISH REVEAL RADIATION EFFECTS	133
--	-----

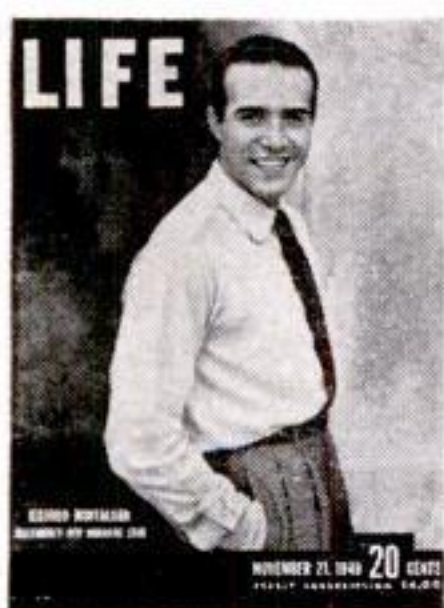
### RADIO

GROUCHO'S GARLAND OF GAGS	139
---------------------------	-----

### OTHER DEPARTMENTS

LETTERS TO THE EDITORS	13
SPEAKING OF PICTURES: THE FUNNIEST CARTOONISTS	
FREQUENTLY WORK FROM THE SAME OLD IDEAS	20
LIFE'S REPORTS: THE STARS RULE SIAM, by ROY ROWAN	25
LIFE CONGRATULATES	51
LIFE VISITS SOME FAMOUS GENERALS	142
MISCELLANY: FISH RETRIEVER	148

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### LIFE'S COVER

Ricardo Montalban, whose rise as a romantic star is making him one of the hottest properties at M-G-M, made his first professional appearance in 1941, when he was 29, in a three-minute movie made for a jukebox "soundie." He played a guitar and moved his lips while another voice sang *She's a Latin from Manhattan*. Then he got a part in a Tallulah Bankhead play by imperturbably reciting his lines in Tallulah's bedroom while her pet lion cub chewed his shoes to pieces. Then came 13 films in his native Mexico, and finally a Hollywood career which seems at last to have got off on the right foot with the new role in *Battleground* (pp. 91-94).

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27—JACK BIRNS	94—M-G-M EXC. BOT. BOB LANDRY
28—ROY ROWAN	97 THROUGH 100—LOOMIS DEAN
33 THROUGH 37—JACK BIRNS	103 THROUGH 109—W. EUGENE SMITH
38, 39—JACK BIRNS EXC. T. LY. MANILA CHRONICLE	111 THROUGH 114—BERNARD RUDOLFSKY
40, 41—PHILIP BATH FOR LOS ANGELES TIMES EXC. T. ACME	115—LARRY BURROWS
42, 43—A.P., W.W., ACME (2)—A.P., PARIS MATCH, PIX, H. BORZNER	117—THE BETTMANN ARCHIVE, A.P., ACME, COMBINE, HANS WILD, EDWARD CLARK, HARRIS & EWING
44—ALBERT FENN	118 THROUGH 124—LARRY BURROWS
45—LISA LARSEN	127, 128, 130—GEORGE SILK
49—ALFRED EISENSTAEDT FROM PIX	133—APPLIED FISHERIES LABORATORY, UNIVERSITY OF WASHINGTON COURTESY "GROWTH"
51—BOT. GRAPHIC PHOTO UNION	134, 135—JON BRENNIS FROM CAL-PICTURES
52—A.P.—ACME	136—APPLIED FISHERIES LABORATORY, UNIVERSITY OF WASHINGTON
55—IDA WYMAN—MARTHA HOLMES	139, 140—IDA WYMAN
56, 57—MAP BY FRANK SOLTSEZ	142 THROUGH 147—JOE SCHERSCHEL
63, 66, 67—WALT DISNEY PRODUCTIONS	148—LARRY BURROWS
69—© 1935 BY CHARLES SCRIBNER'S SONS EXC. T. © BY FREDERICK MULLER	
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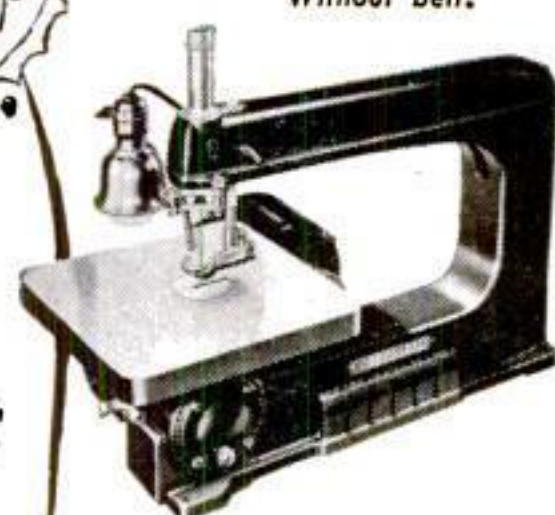
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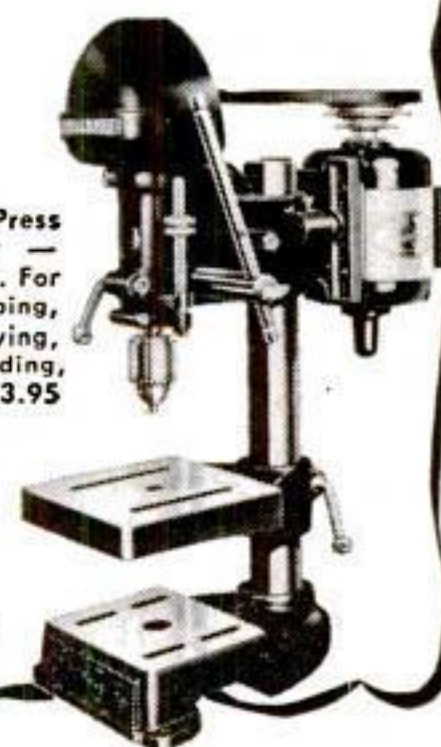
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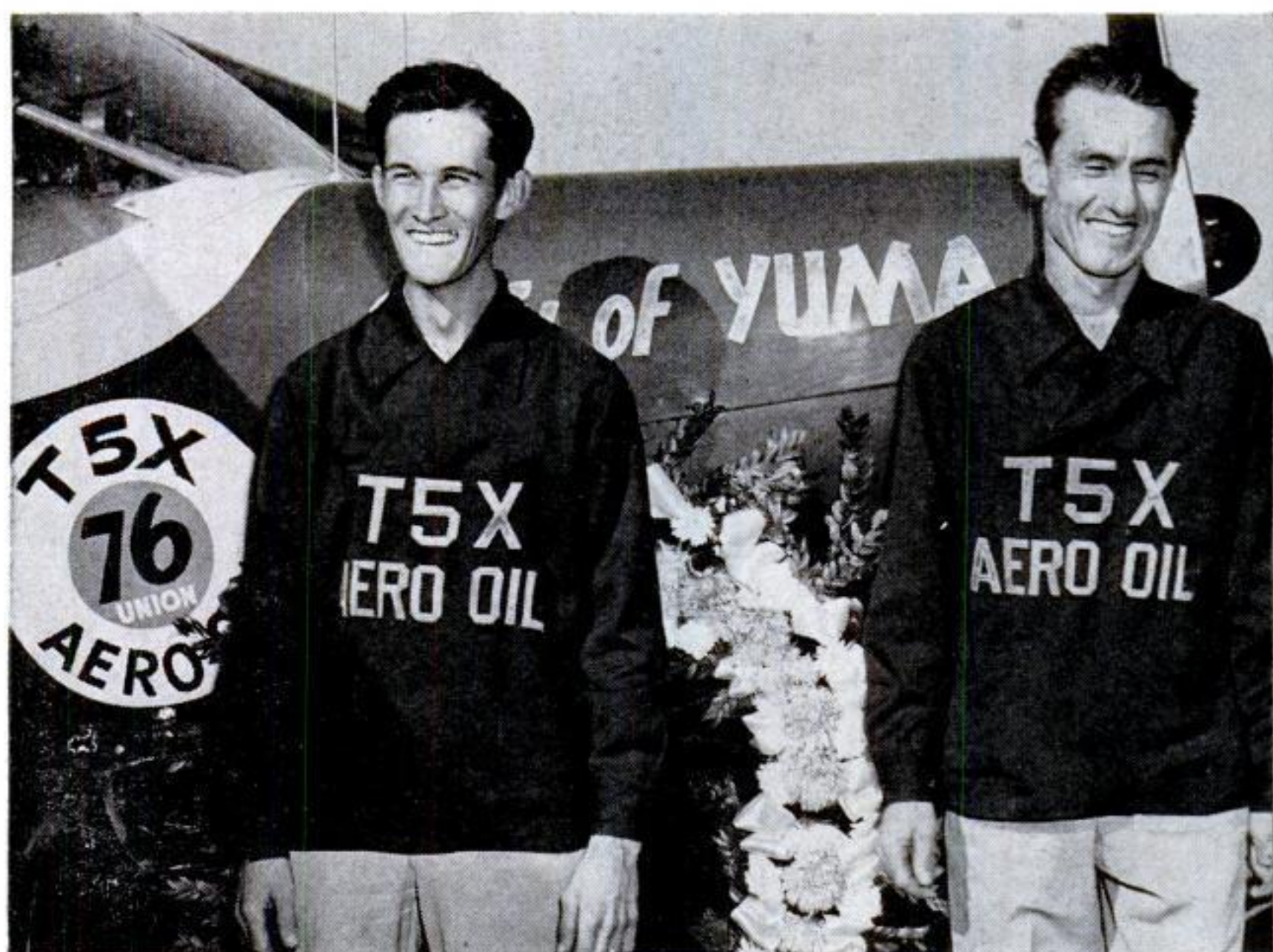
The Power Tool Division of Rockwell also markets such famous tools as Delta-Milwaukee, Delta Multiplex, Delta-Crescent, and Crescent — widely used in industrial plants, commercial shops, and schools.



# FLYERS STAY IN AIR 46 DAYS!

**Jongeward and Woodhouse break world's endurance record.** Last month in Yuma, Arizona, the world's endurance flight record was broken by Woody Jongeward and Bob Woodhouse. They ended their flight after 1124 hours in the air, beating the old record by 116 hours!

**Plane flies almost 90,000 miles without oil drain.** Union Oil Company is proud of the part it played in setting this record. The engine of the endurance plane—*The City of Yuma*—was lubricated with Union's famous purple oil—ROYAL TRITON (designated to the aviation field as T5X Aero Oil). Though the plane flew almost 90,000 miles, *the oil was never completely changed!* Engine wear was negligible. Throughout the grueling flight oil consumption remained less than 1 quart in 400 miles—considered minimum oil consumption for this type of engine! *The City of Yuma* was powered with Union Oil's 7600 Aviation Gasoline.



**EX-NAVY PILOTS** Woodhouse and Jongeward are a tired but happy pair at the end of 1124 hours in the air. They received a tremendous ovation from a crowd of 10,000.



**TRAVELING AT 75 M. P. H.,** the refueling crew hands up gasoline to the flyers. They used more than 9000 gallons of 7600 Aviation Gasoline.

**Same oil that protected plane engine available for automobiles.** The same purple oil that gave *The City of Yuma's* engine perfect protection for 89,920 miles is available throughout the West as ROYAL TRITON.

**Automotive version of gasoline sold throughout the West.** Union Oil Company has led the field in developing aviation-type fuel for automotive use. 7600 Aviation Gasoline—adapted for automobile engines—is available at Union Oil stations in the West. 7600 is the finest fuel ever offered to the motoring public.

**No other oil or gasoline has equaled this record.** Union Oil Company of California has led in the development of fine petroleum products for 59 years. The performance of ROYAL TRITON and 7600 in keeping the engine of *The City of Yuma* running without failure speaks for itself. These products offer the same power, protection and performance for automobile engines.

**Royal Triton Motor Oil • 7600 Gasoline  
UNION OIL COMPANY OF CALIFORNIA**





## FILIPINOS ELECT FRIEND OF U.S.

A mannerly electorate last week trooped to New York's voting machines (pp. 44, 45) for the principal off-year U.S. election, but the election-of-the-week took place 10,000 miles west of Manhattan. It was the young Philippine Republic's first national presidential election—an affair in which American democratic concepts and the American position in Asia stood a far sharper test than most Americans realized.

It was a free election—the only one now possible in Asia—but far from mannerly. Expecting violence, some four million Filipinos went to their polls, often in primitive canoe or by carabao cart, to choose one of three candidates. When it was over 34 persons were dead by gunplay and knifings, and slowly gathered returns from the 7,100-island archipelago indicated the winner: a paunchy man in a white suit, incumbent Elpidio Quirino (*left*). He had stepped into the Philippines' highest office from the vice presidency in 1948 after the death of Manuel Roxas, the well-respected president who was elected in the final months of the commonwealth in 1946 and carried on for two years after the republic was founded.

But the election of Quirino, friend of the U.S., was less vital to American interest than the fact that he won only narrowly from José Laurel (whose supporters are challenging the election). A Yale graduate, Laurel in 1942 turned his career to spectacularly anti-American purposes: he served Japan all through the Pacific war as Filipino puppet president. Freed of collaboration charges in 1948 by the amnesty of President Roxas, Laurel sought final exoneration and fresh power through the ballot last week. He was the favorite candidate of a Communist-led army, the Hukbalahaps (pp. 38, 39), which is fighting a small war against the Philippine government. His campaigning was shrewd and profited by corruption and bungling in the Quirino administration, but Quirino's was better.

Traveling by plane, boat and outrigger canoe, Quirino moved through the lacy islands like a tide-water Truman, shaking hands, passing out promises. His deadliest weapon against Laurel was a free movie: it opened with wartime Japanese newsreels showing Laurel in Tokyo accepting the Order of the Rising Sun; it continued with a sequence of Japanese atrocities in Manila; it concluded with the tumultuous reception for Quirino during his U.S. visit this summer. It kept the election from Laurel.



**VOTE-GETTING PRESIDENT** Quirino makes campaign speech at steamy Bacolod, Negros Island, while a

ward heeler holds off drizzling rain. He told audience, "Banzais will ring again if you elect Jap puppet Laurel."



# LAUREL HITS OFFICIAL GRAFT

If he had not collaborated with Japan, José Laurel might have won the Philippine election on personality alone. Brilliant, witty and convivial, he showed an easier political charm than Quirino or Avelino (*opposite page*). He built his campaign on two charges: economic failure and government graft. He never neglected to tell an audience, "I don't have to call Avelino a crook. Quirino does. I don't have to call Quirino a crook. Avelino does." He won about 1.1 million votes (400,000 less than Quirino), mostly among workers.



**SHIRTSLEEVED CANDIDATE** José Laurel, of the Nacionalista party, courts Filipino Mohammedan votes at rally in Iligan, Mindanao Island.



**PISTOL-PACKING VOTER** squats on sidewalk at Iligan, Mindanao during visit by Laurel. Almost one million Filipinos now carry their own guns.



**WOMEN VOTERS** in huge thatched hats called *vakuls* stand beside the grassy airstrip at Basco on Batan Island, northernmost of the Philippines, while their menfolk welcome a Philippine Airlines



**OFFICIAL WARNING** to gun-toters stands on this sign outside a doorway at Manila's city hall, where a soap and cigaret vendor (*right*) watches the professional local politicians move in and out.





passenger plane loaded with Quirino campaign workers. Basco is in the typhoon belt, and the *vakuls* give the natives protection against both sun and sudden rain. Most Basco homes are built of stone.



**MORO DANCERS** enliven a Quirino meeting at Dansalan, Mindanao with a graceful fan dance. President Quirino himself is an ardent dancer and is considered to be one of Manila's tango experts.

## AVELINO PLEDGES FREE LAND

The handsomest and most energetic of the Filipino presidential candidates was José Avelino (*below*). He was also, by Manila consensus, the man with most to explain. The Philippine Senate chased him out of its presidency earlier this year after he was accused of profiting hugely in the sale of surplus U.S. Army beer. A member of Quirino's Liberal party, he broke away and formed the Avelino Liberal party. He campaigned on glowing promises of free land for peasants, abundance for all. But he got only about 350,000 votes.



**DAPPER CANDIDATE** José Avelino, standing before his own portrait, briefs enthusiastic campaign workers at his shoddy Manila headquarters.





PRETTY MANILA DEBUTANTE CONSUELO MADRIGAL, IN GOLD-BROCADED "MESTIZA" GOWN, PRIMPS FOR PARTY

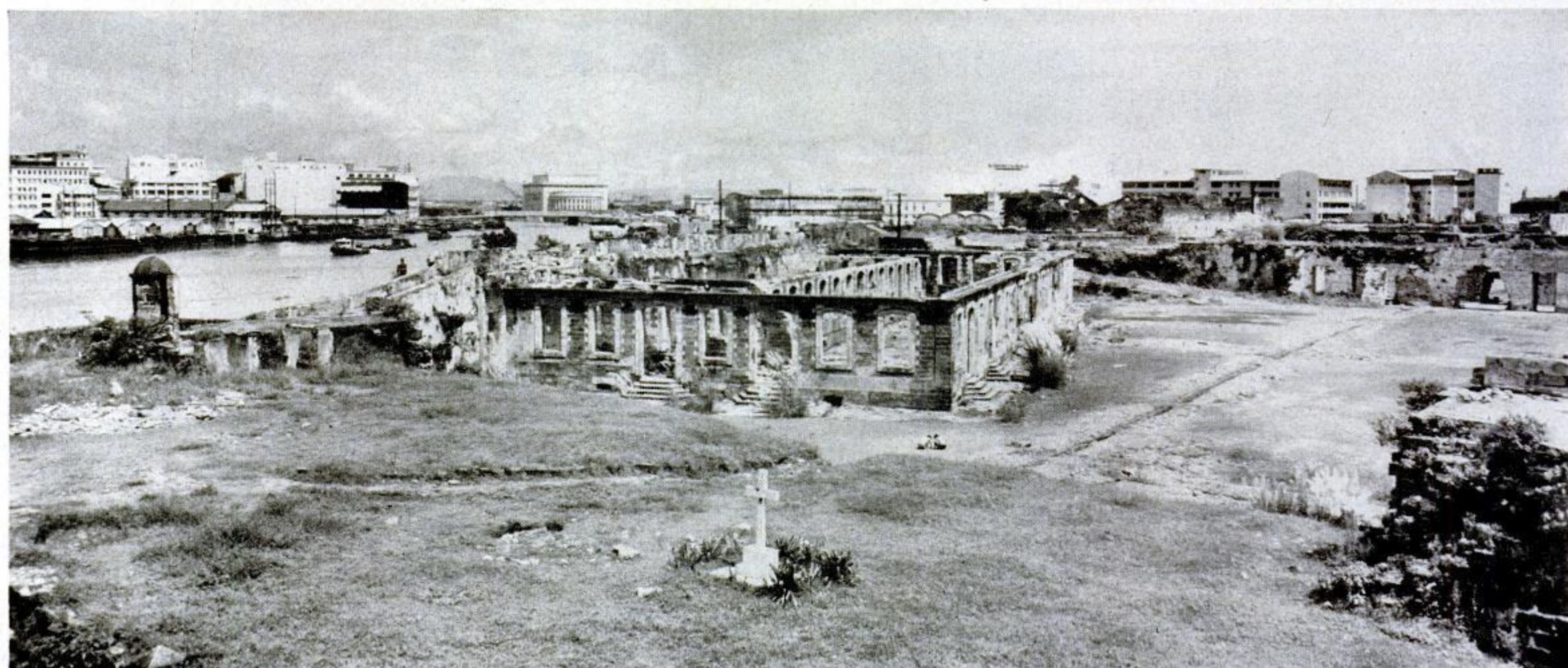
## IT IS THE MOST AMERICANIZED COUNTRY IN ASIA

The republic which President Quirino will continue to run is built on a fair and remarkably varied land twice the size of New York state and with 19 million citizens who live by agriculture, fishing and the manufacture of exports like rattan furniture, cigars, hats and rope. Since V-J Day, the U.S. has enriched its economy by more than \$2 billion in war damage claims and delayed payments to Filipino veterans of World War II. The people include rich businessmen's daughters (*above*), a large Christian peasantry and tribes which remain near-primitive after four centuries of Catholic influence. In all Asia no people has responded more fully to Western ideas. These came first with the Spaniards, whose Manila land-

marks (*below*) stood for centuries until the battle between U.S. and Japanese forces destroyed most of the city in 1945. But the impact of American rule exceeded the Spanish. In the decades between the Spanish-American War and independence, the Filipinos found themselves in the hands of a democratic power that offered modernity, and they grasped for it. One of President Quirino's colleagues is the vigorous young statesman Carlos Romulo, who now heads the United Nations General Assembly. He is a product of Americanized education in the Philippines. Today in the smallest schools of the land, like the one shown in Photographer Jack Birns's pastoral scene at the right, classes are conducted in English.



MORNING MIST VEILS DISTANT BENGUET MOUNTAINS



**RUINS AND REBUILDING** make an incongruous skyline in Manila, Philippine capital. Beside the Pasig River (*left*) and in right background are office buildings repaired

during city's postwar boom. In center, behind grave marker, are ruins of 350-year-old Spanish Fort Santiago. Japanese tortured Americans and Filipinos in its dungeons.





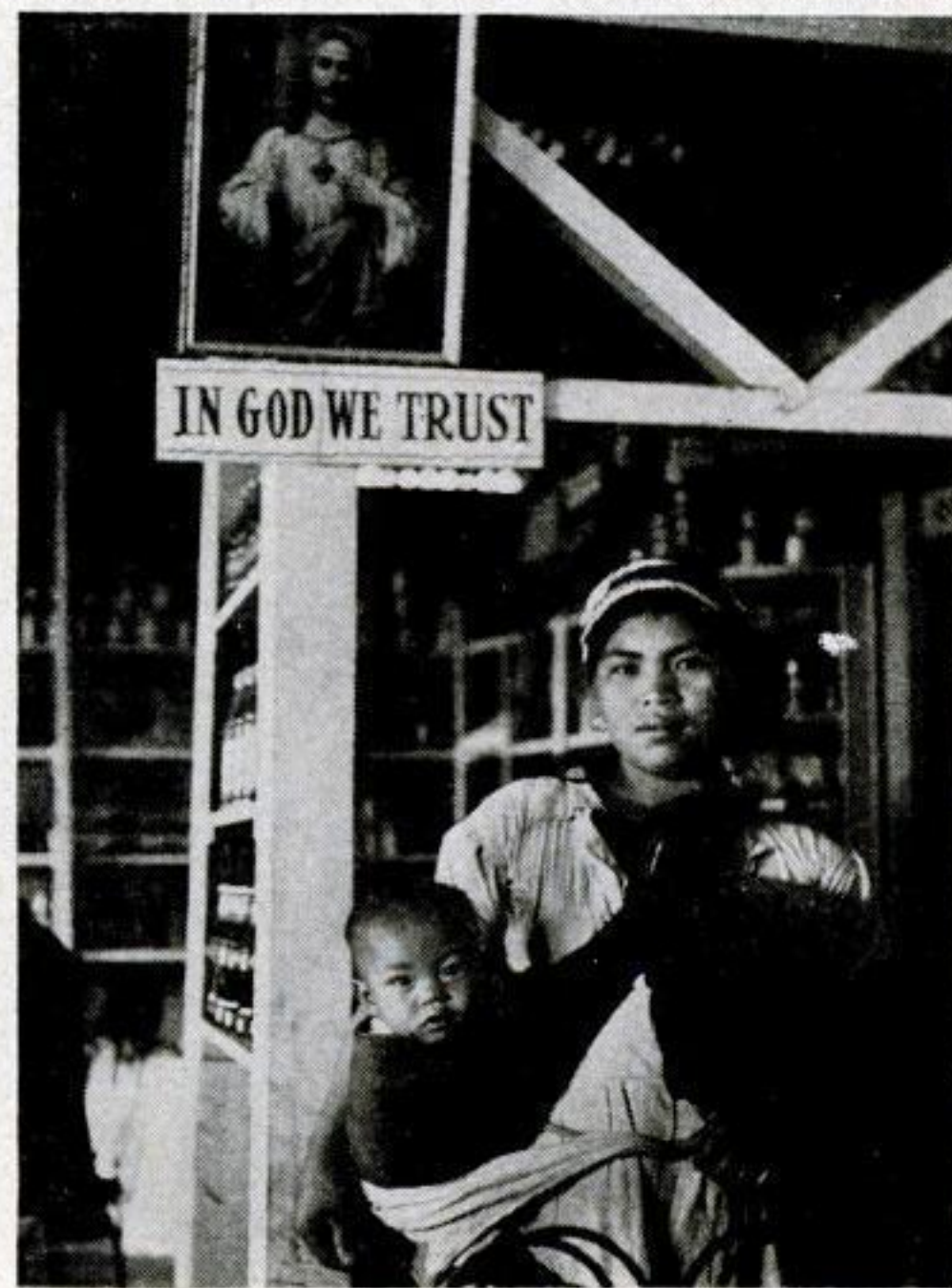
OF NORTHERN LUZON AS PUPILS OF A "BARRIO" (VILLAGE) SCHOOL GATHER FOR CLASSES. LONG-LEAFED BANANA TREES AND ROWS OF CABBAGES GROW ON HILLSIDE



**RICE THRESHERS** separate the grain from the stalks by wriggling toes gently against shallow rattan baskets.



**DOG MARKET** near Baguio attracts two Igorot women. The mountain-dwelling Igorots eat dogs as a delicacy.



**PAGAN FILIPINA** with wide-eyed baby boy waits in a bus station decorated by American Catholic missionary.





**HUKBALAHAP GUERRILLAS**, led by their *supremo*, young Communist Luis Taruc (center, wearing sombrero), move out along a brushy trail in central Luzon, 65 miles

north of Manila, ready for a raid or a fight with the Philippine Constabulary. Weapons include U.S. Army carbine (left) and an old Japanese submachine gun (behind Taruc).

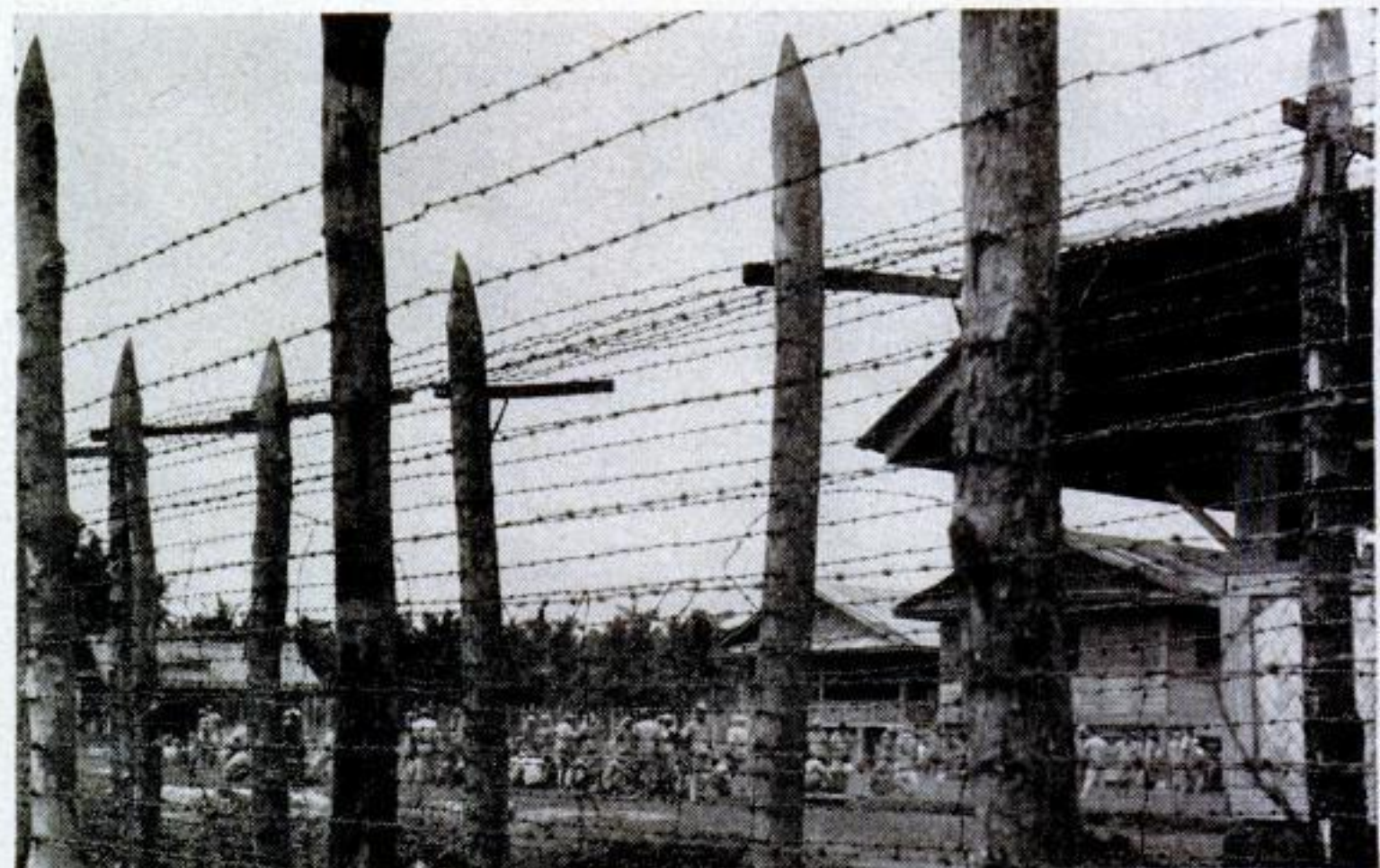


**PHILIPPINE CONSTABULARY** troops halt in city of Cabanatuan during a sweep through Hukbalahap country. The leader of this flying column was later suspended when his commanders, loyal to Quirino, heard he was campaigning for Candidate Laurel.

## "HUKS" STILL MENACE QUIRINO'S RULE

Two days after the election the Communist-led peasant rebels called Hukbalahaps, or "Huks," threatened to march on Manila and "kill every government official." Their anger rose from Laurel's defeat because they had looked to him as a friendly force in their long fight against the government. The Huks (short for *Hukbo ng Bayan Laban sa Hapon*—People's Army Against Japan) grew out of the Pacific war. After the war, like other dissident groups throughout Asia, they turned against established authority. Despite Laurel's pro-Japanese past and their anti-Japanese origin, the Huks used their influence with peasant voters on his behalf as the way to cut down Quirino.

The Filipino people knew the Huks' postelection threat was ridiculous: the government has a fighting constabulary equipped with U.S. arms, planes and armored cars (left); it has forced the Huks to stay within a small area of central Luzon (largest island of the group) since 1945. But the Huks enlist tenant farmers by condemning the absentee-landlord system and by playing on resentment of random killings by the Huk-hunting constabulary. It will take reform and persistence before all the Huks are flushed out of the dense, 7-foot-high cogon grass where they plot the continuing campaign against the government.



**LAST STOP** for many Huks is this stockade at Davao Penal Colony on the big southern island of Mindanao, 500 miles from Luzon. About 700 men, rebels or violent criminals, are held here. Another 1,300 less-hardened inmates are confined elsewhere in the colony.

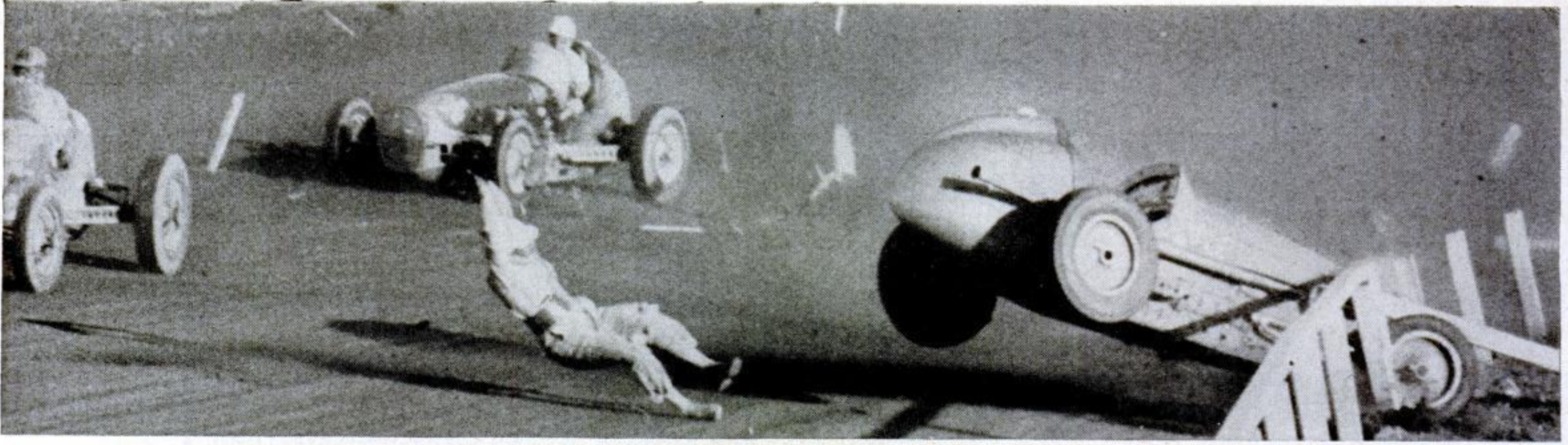




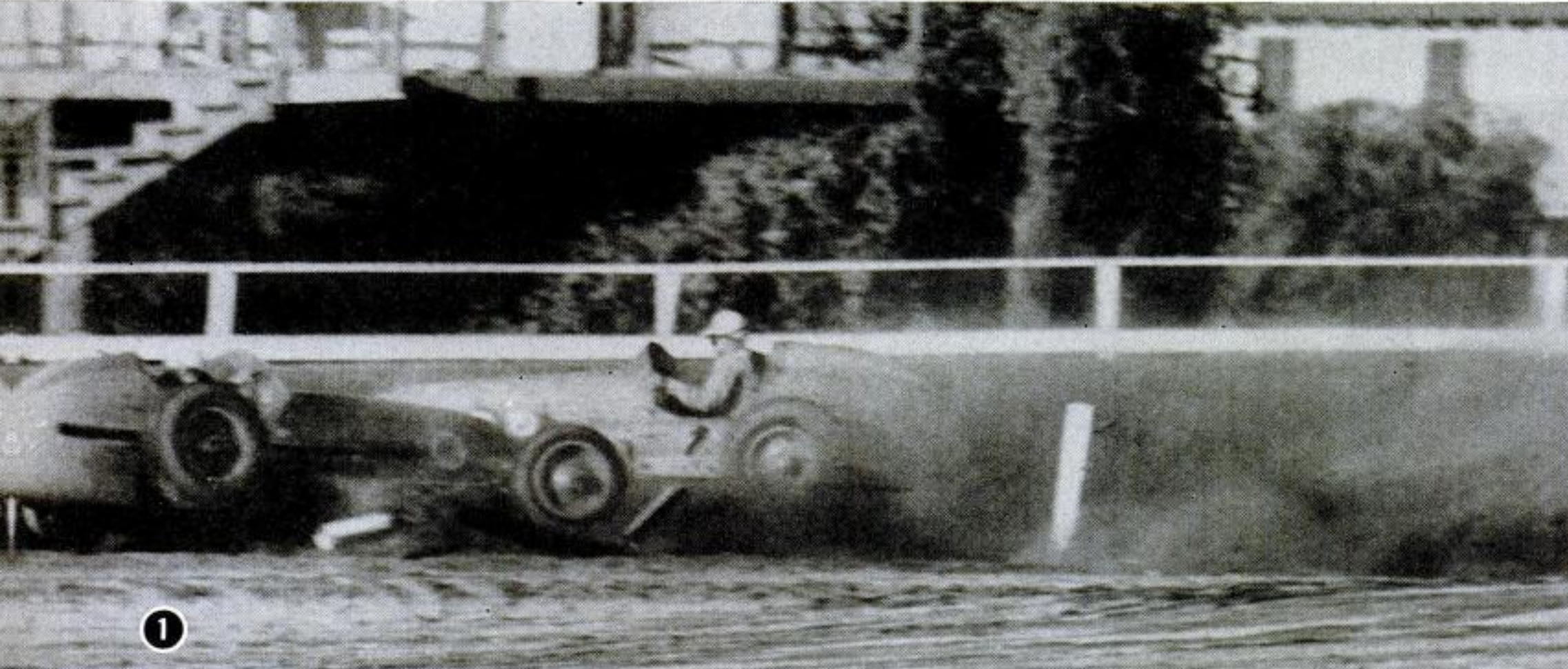
**LOYAL FOLLOWERS** of President Quirino's government are these pygmy Negritos, Kudiaro Laxamana and his two wives (standing) and two daughters. A pagan tribal chief who killed 50 Japanese during the occupation (he chopped off at least 17 heads with his

bolo knife), Laxamana is now a civilian commanding native guards at Clark Field, the American air base on Luzon. His khaki uniform is a lieutenant colonel's by courtesy only; cap insignia is American, his gold-plated sword is Japanese. Huks do not venture near him.



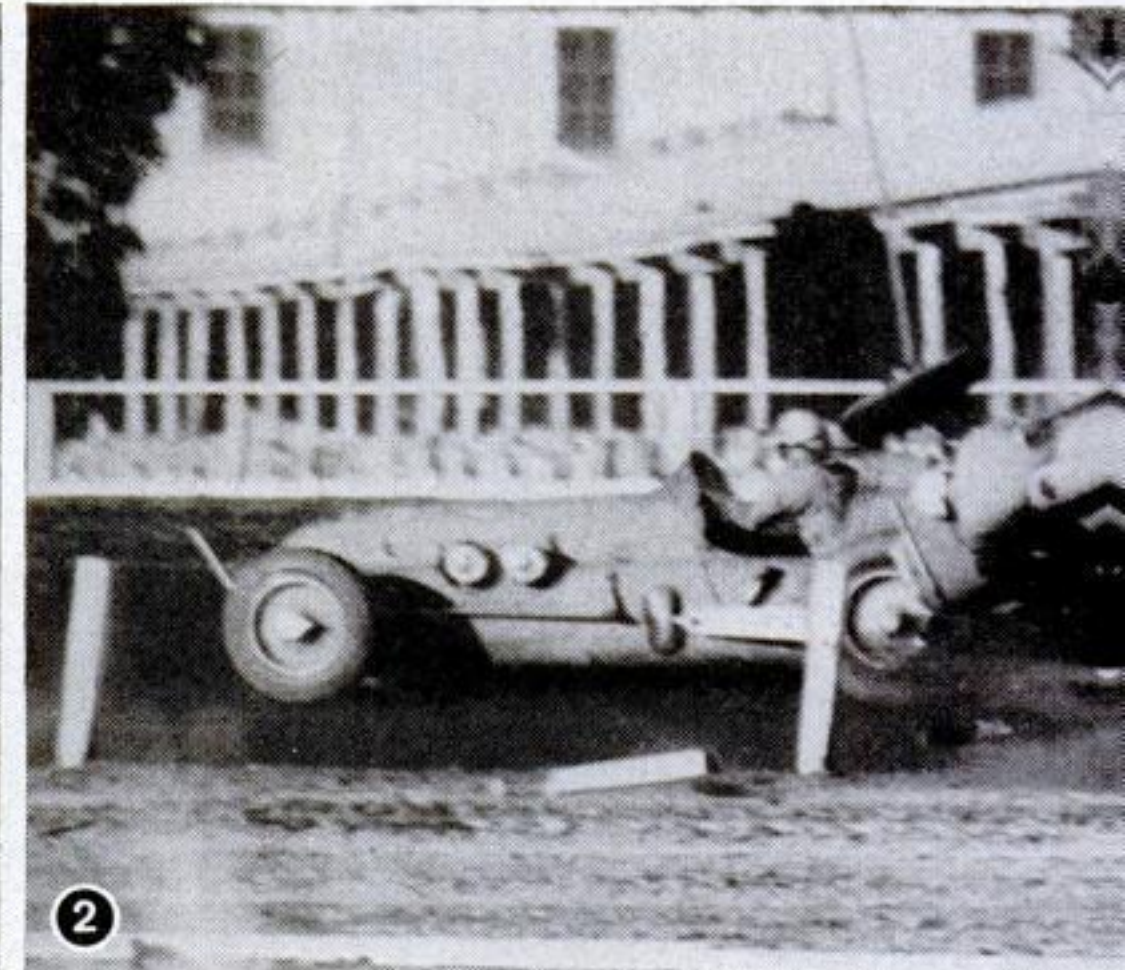


AS HIS CAR ROLLS CRAZILY THROUGH THE INFIELD FENCE AT THE DEL MAR TRACK, DRIVER REX MAYS IS TOSSED INTO THE DIRT IN THE PATH OF OTHER RACERS



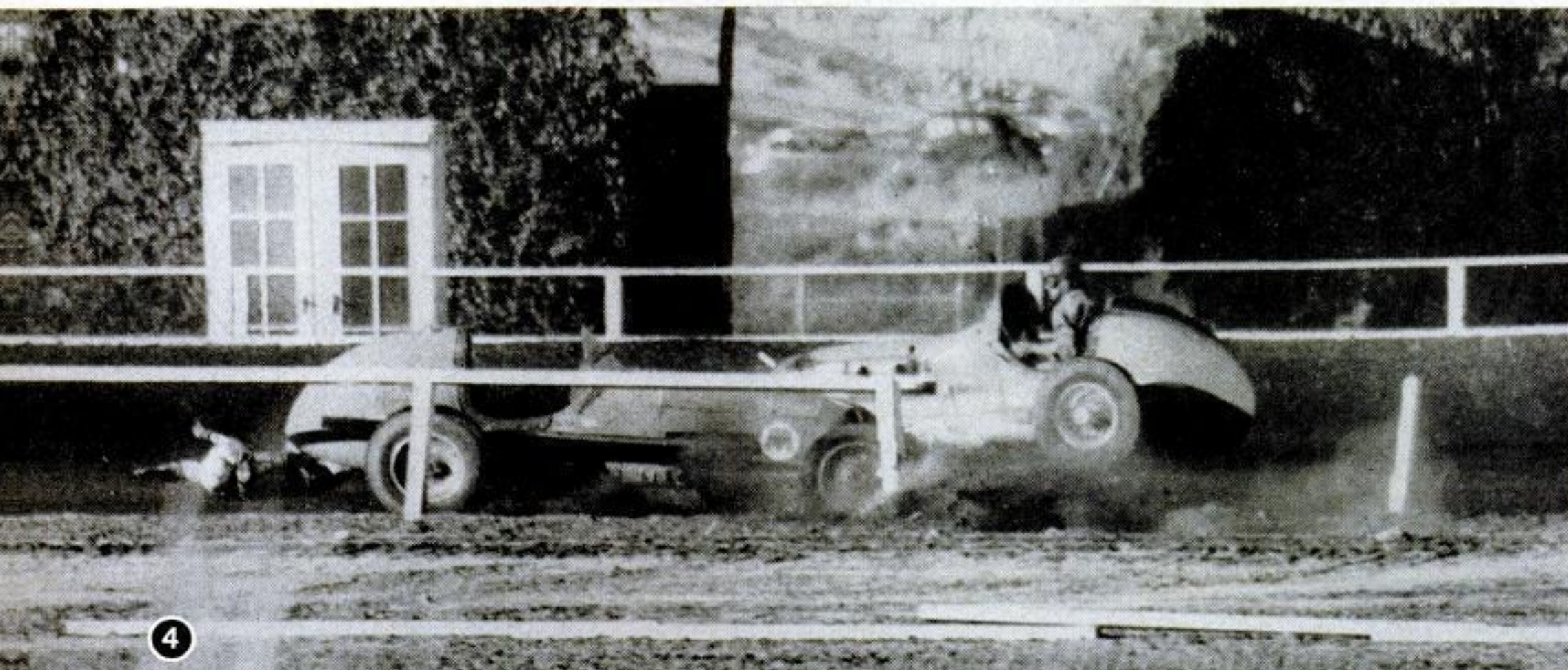
1

TELEPHOTO SERIES TAKEN FROM ACROSS TRACK BEGINS AS MAYS'S CAR (LEFT) GOES OUT OF CONTROL



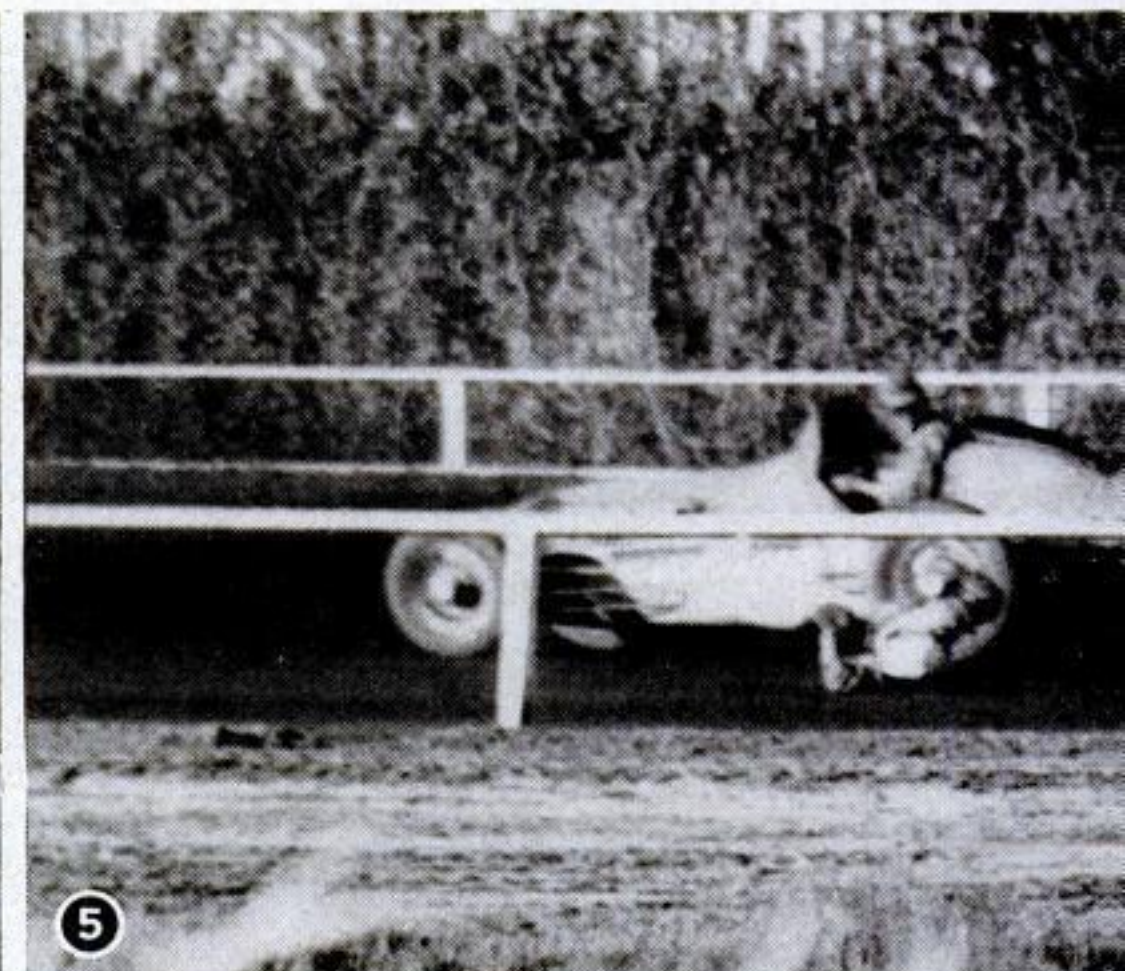
2

MAYS IS STILL IN CAR AS IT CAREENS OVER ON ITS



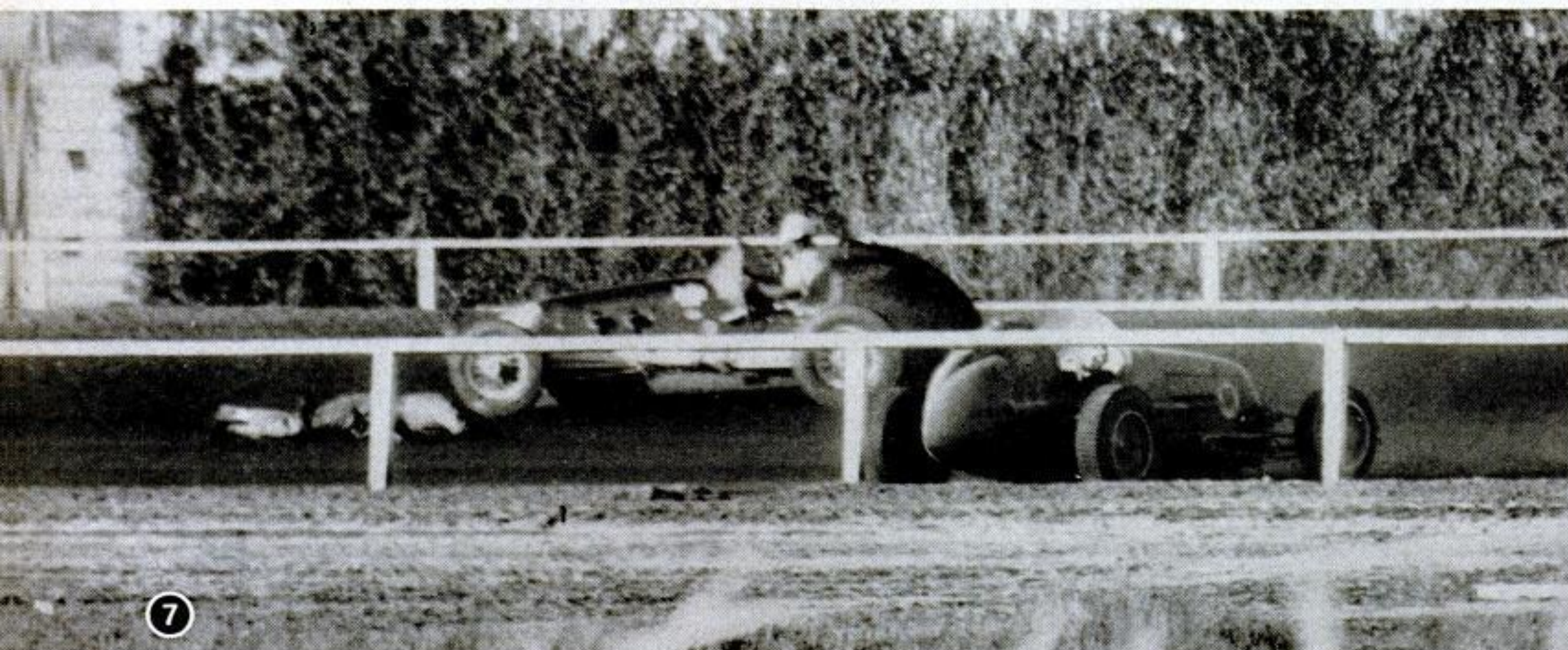
4

MAYS'S BODY (LEFT) TUMBLES ALONG TRACK IN PATH OF ANOTHER DRIVER AS HIS OWN CAR RIGHTS ITSELF



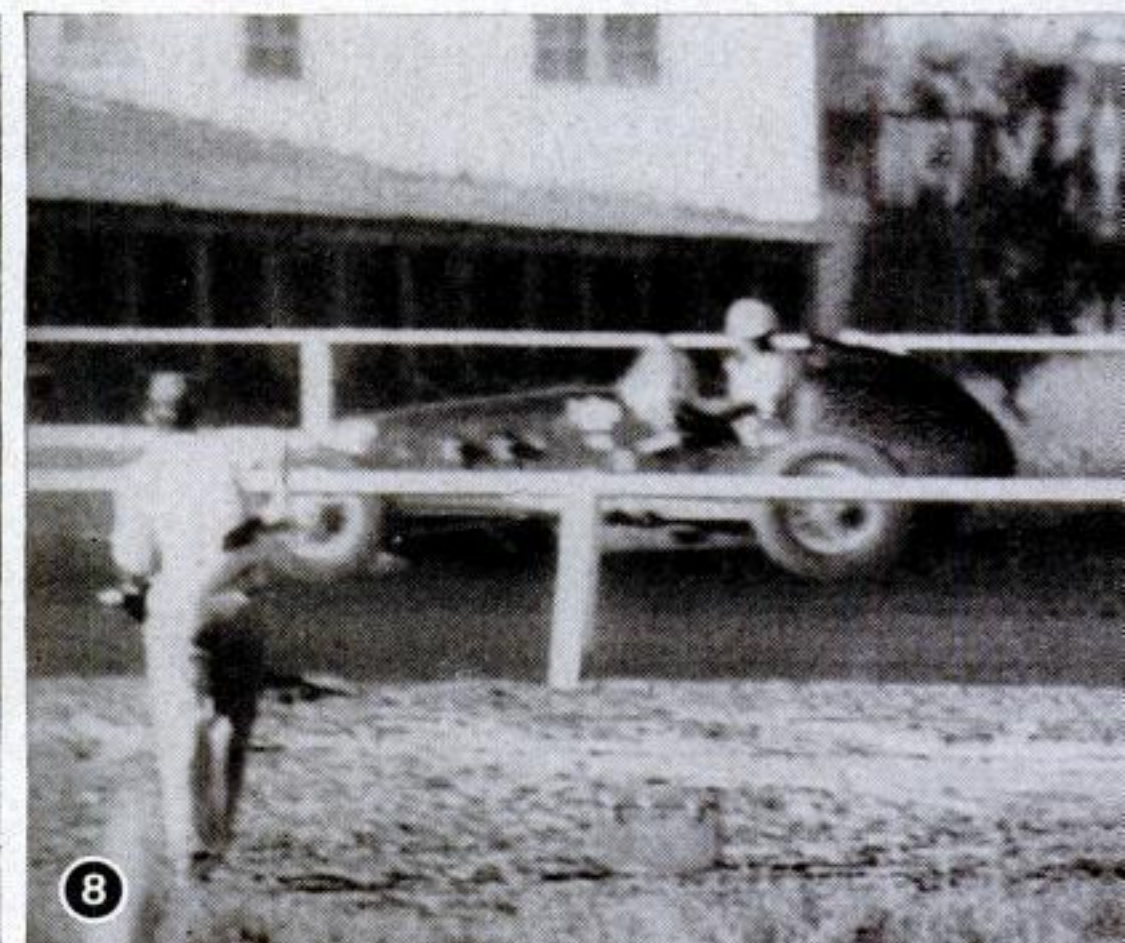
5

DRIVER OF FIRST CAR TO THREATEN MAYS MANAGES



7

THE SECOND DRIVER COMES EVEN CLOSER THAN THE FIRST BUT MANAGES SOMEHOW TO AVOID MAYS'S BODY



8

HORRIFIED MAN RUSHES TO THE SCENE AS MAYS'S



# THE GRIM DEATH OF RACING DRIVER REX MAYS

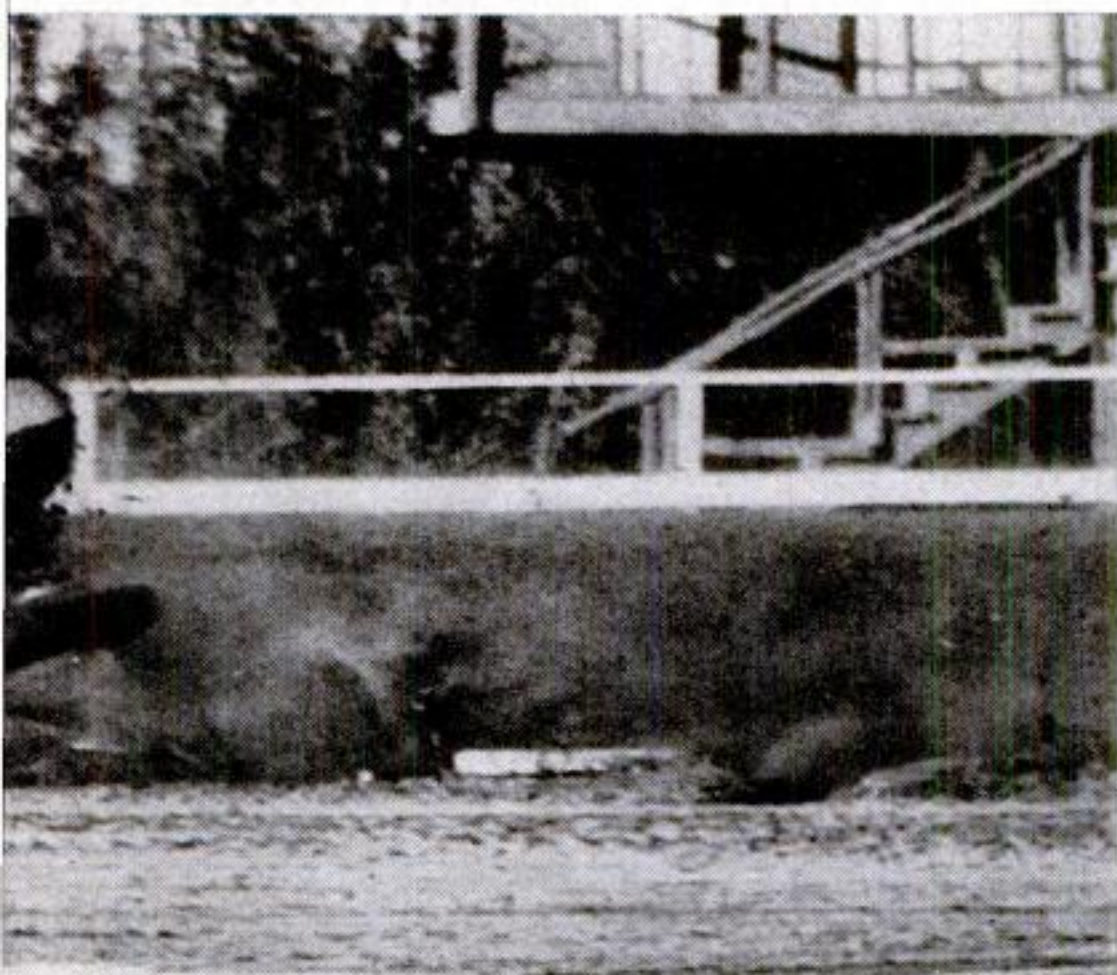
20,000 Californians see him hurled from his car and run over before other drivers can be flagged down

For 18 years handsome 36-year-old Rex Mays had been among the greatest of American automobile racers. He was one of the "lead-foot boys"—a driver who kept his foot on the accelerator and was not afraid to gamble on his chances of getting out of a tight spot. Twice he won the A.A.A. national championship, and he was often in the money at Indianapolis. Because he grew up in big cars on the dirt tracks of the West, Mays never cared much for the

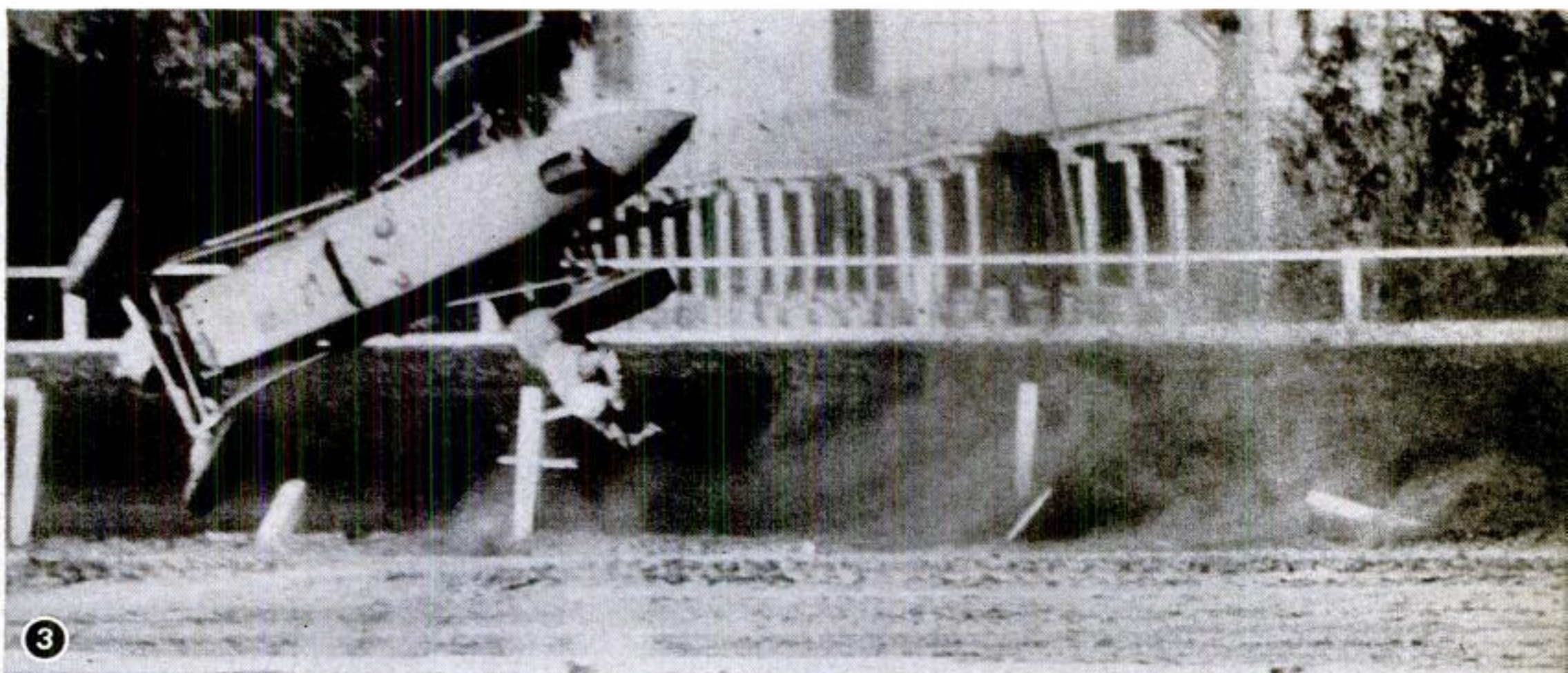
midget racers which became popular in recent years.

On Nov. 6 at the Del Mar horse-race track in California, the A.A.A. sponsored a big-car race. Some 20,000 people turned out to see Mays and 17 other drivers race 100 times around the mile track for a purse of \$11,815. The race began uneventfully. A Californian named Jim Davies, driving a very fast car, quickly moved into first place. Rex Mays was right behind him, driving his Wolfe Special hard.

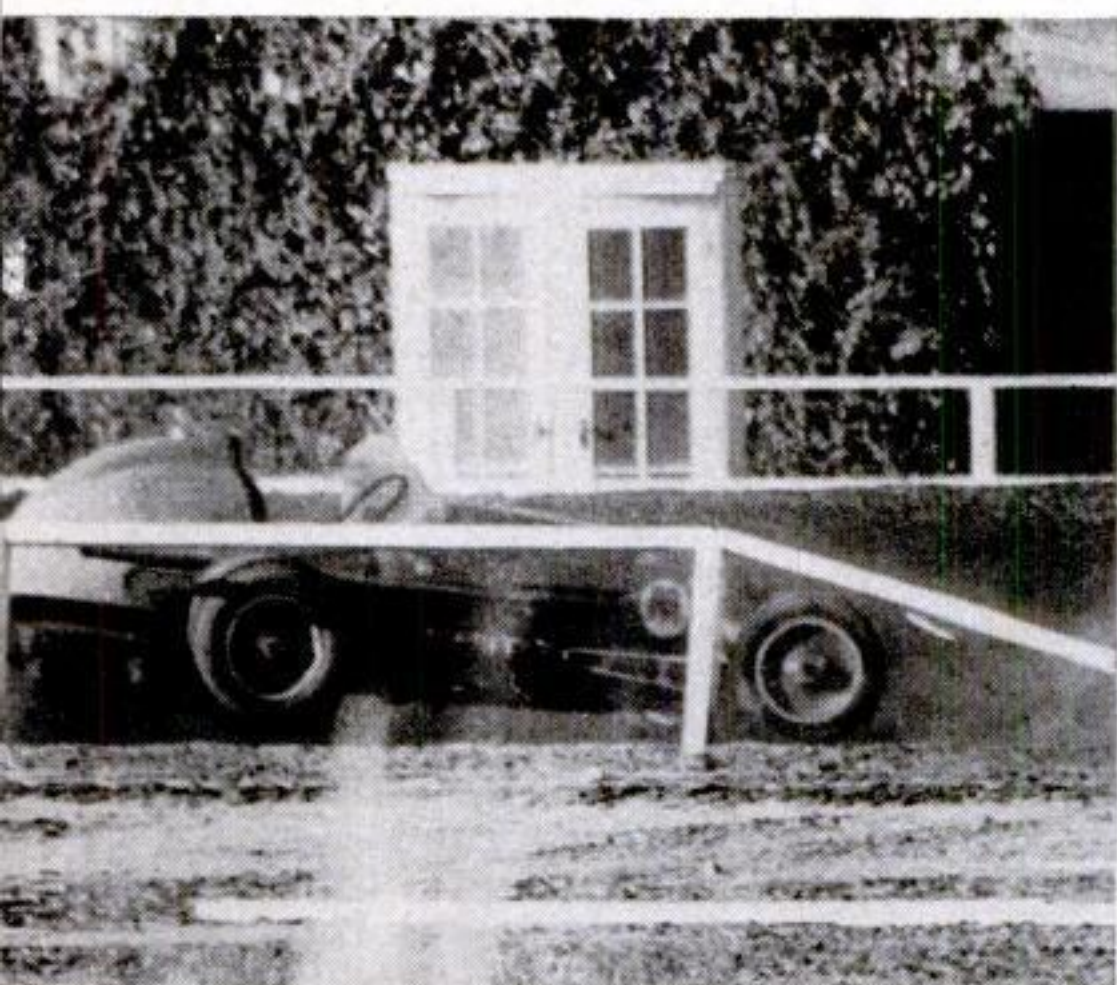
Then, on the 13th lap, something happened to Mays's car. It may have been sideswiped. It may have hit an unseen chuckhole in the churned dirt. But suddenly it veered into the flimsy infield fence, catapulted high into the air and flung Mays from his seat (left). In these split seconds alert Photographer Phil Bath of the Los Angeles Times recorded, in the dramatic sequence below, the death of Rex Mays, the 18th driver to be killed this year on U.S. tracks.



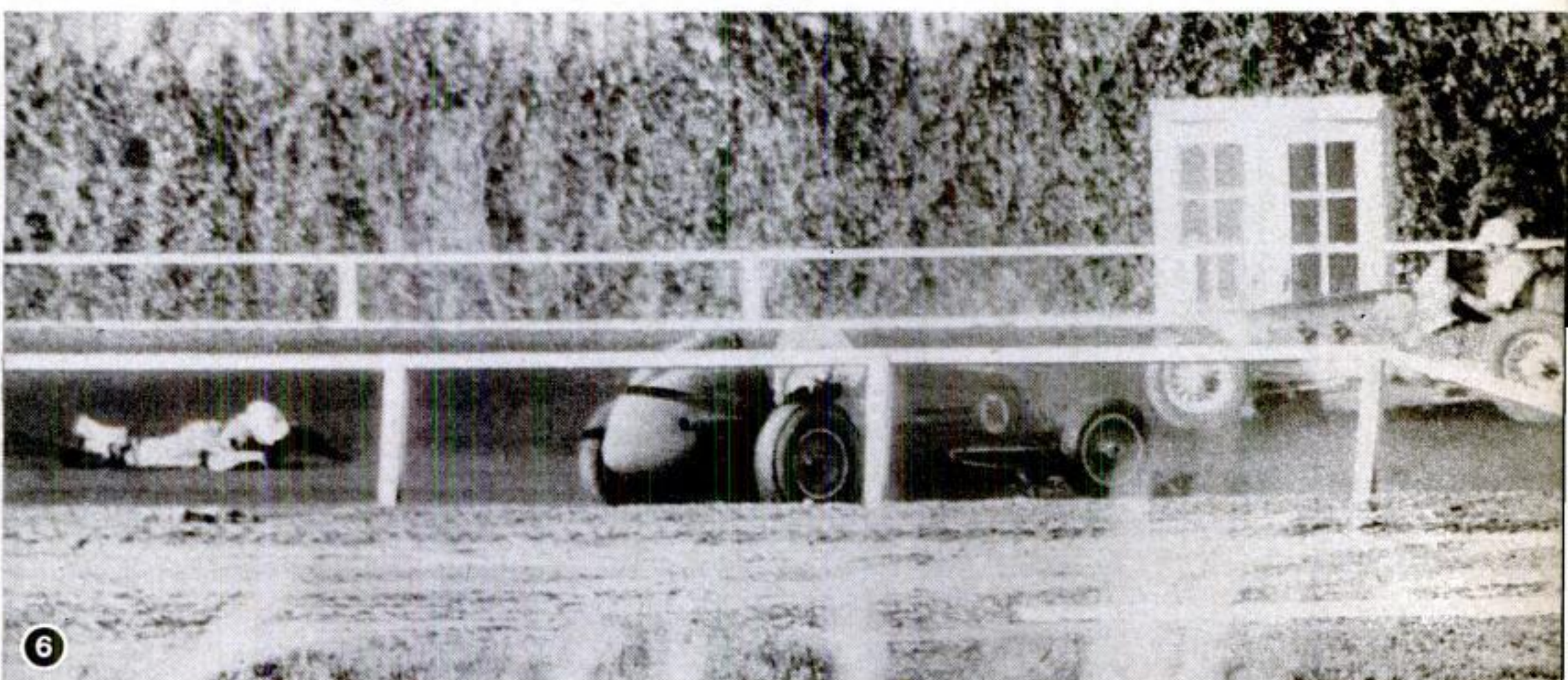
SIDE IN THE START OF WHAT PROVED FATAL ROLL



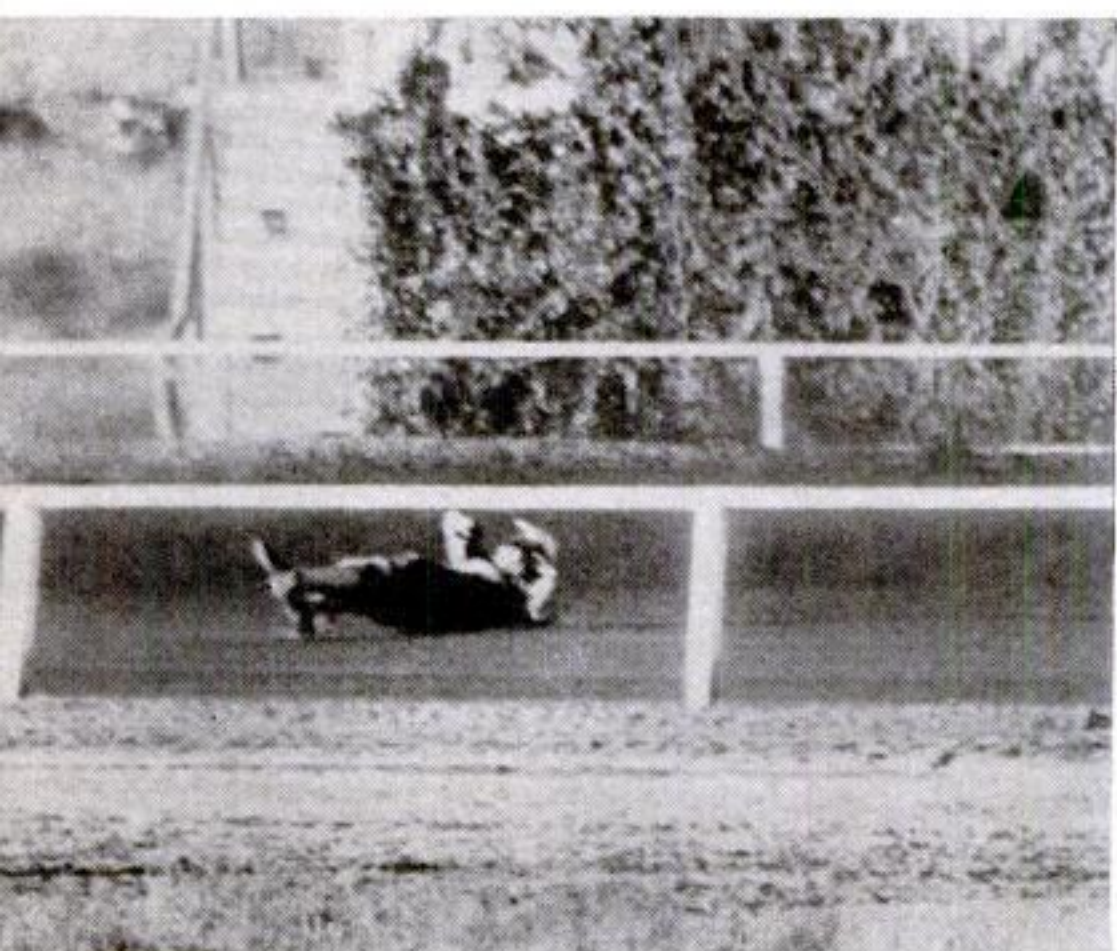
AT TOP OF THE ROLL MAYS, WHO WORE NO SAFETY BELT, IS THROWN OUT OF THE CAR ONTO THE TRACK



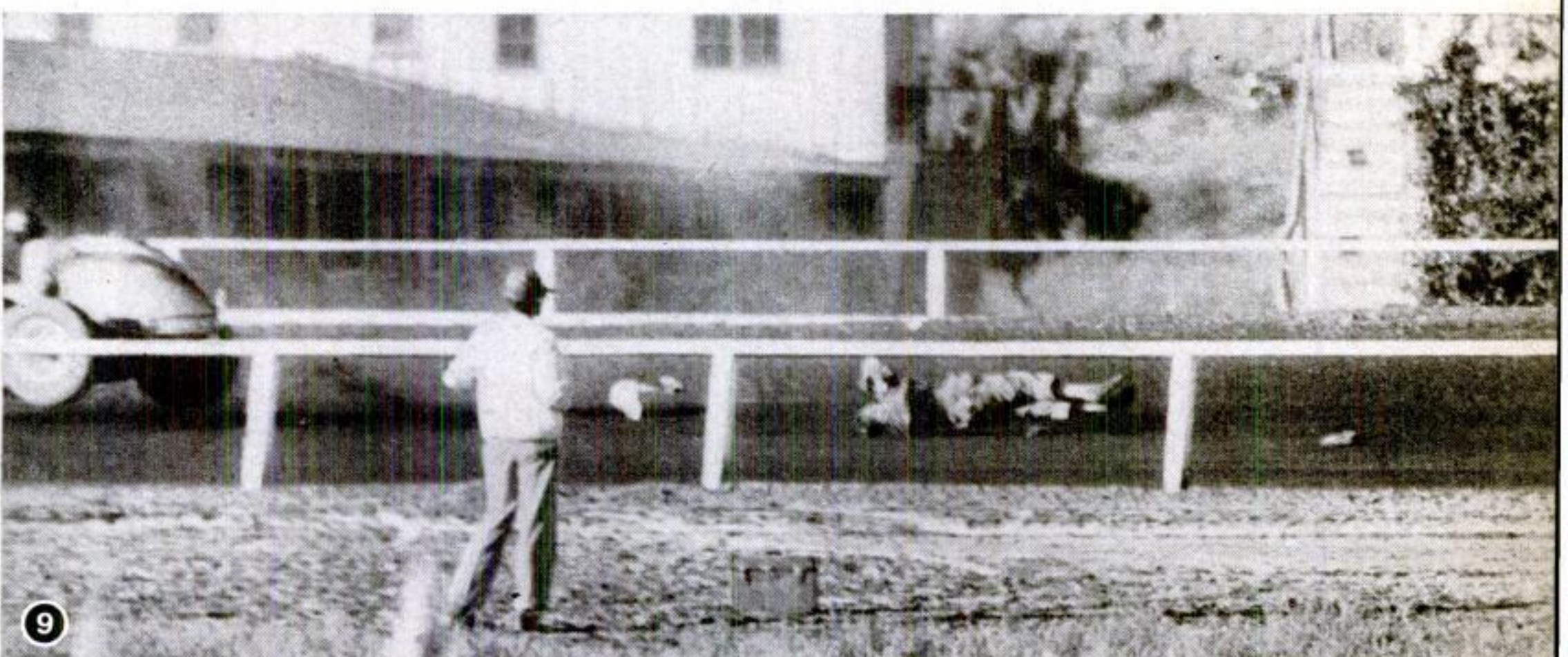
BY A DESPERATE EFFORT TO AVOID ROLLING BODY



POSSIBLY STILL ALIVE AT THIS POINT, MAYS SPRAWLS IN CENTER OF TRACK AS SECOND RACER BEARS DOWN



BODY REMAINS IN THE PATH OF ONCOMING RACERS

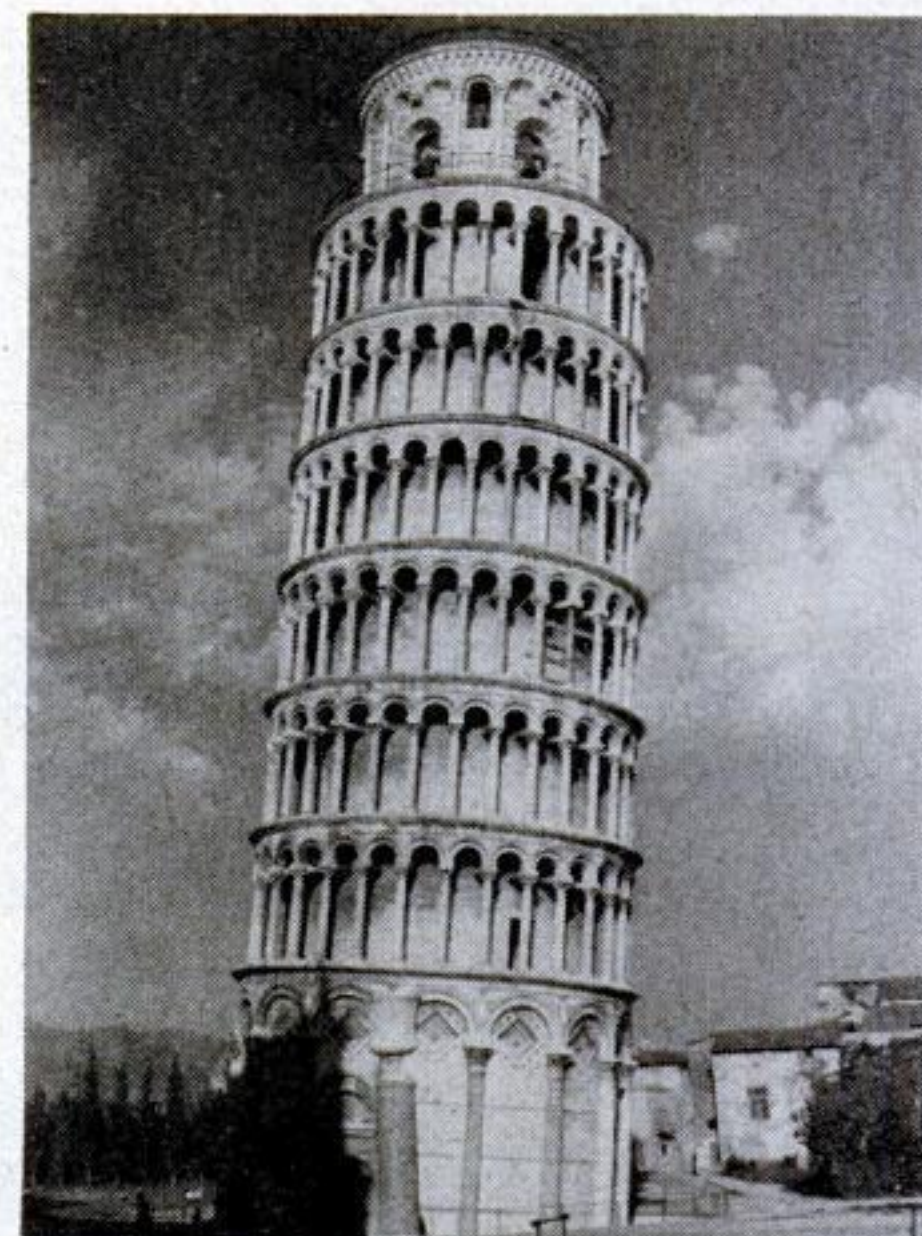


THE THIRD CAR TO GO BY (LEFT) RUNS OVER MAYS, RIPPING HIS CRASH HELMET FROM HIS BATTERED HEAD





**LEWIS GLARES** John L. Lewis made this grumpily expressive face as he announced a three-week moratorium in the 52-day-old coal strike. He then lit into the coal-mine operators. They are, said arrogant old John L., "arrogant and brutal." The miners, Lewis later added, "are not quarry slaves to be scourged back to their dungeons."



**LEANERS** The Tower of Pisa (above) is leaning still more. Engineers said last week that it has tilted 3/10 of an inch in the last 12 years. Meanwhile a Chicago rep-



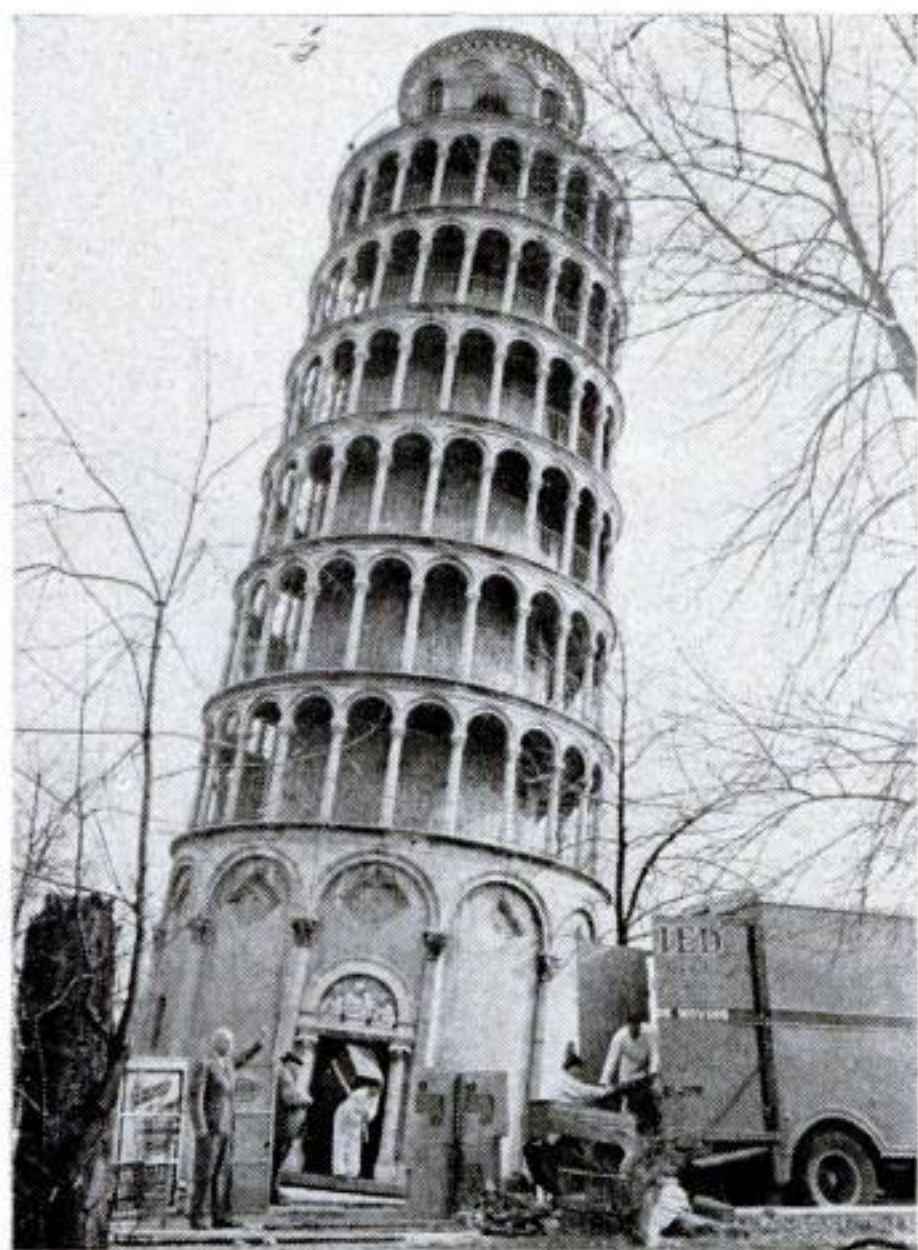
**SELF-PORTRAIT** An inventive Syracuse, N.Y. store owner installed a camera over his cash register. The result was the incriminating picture above. Robert Thurlow, police charge, tried to pilfer the till, automatically took this portrait of himself at work.



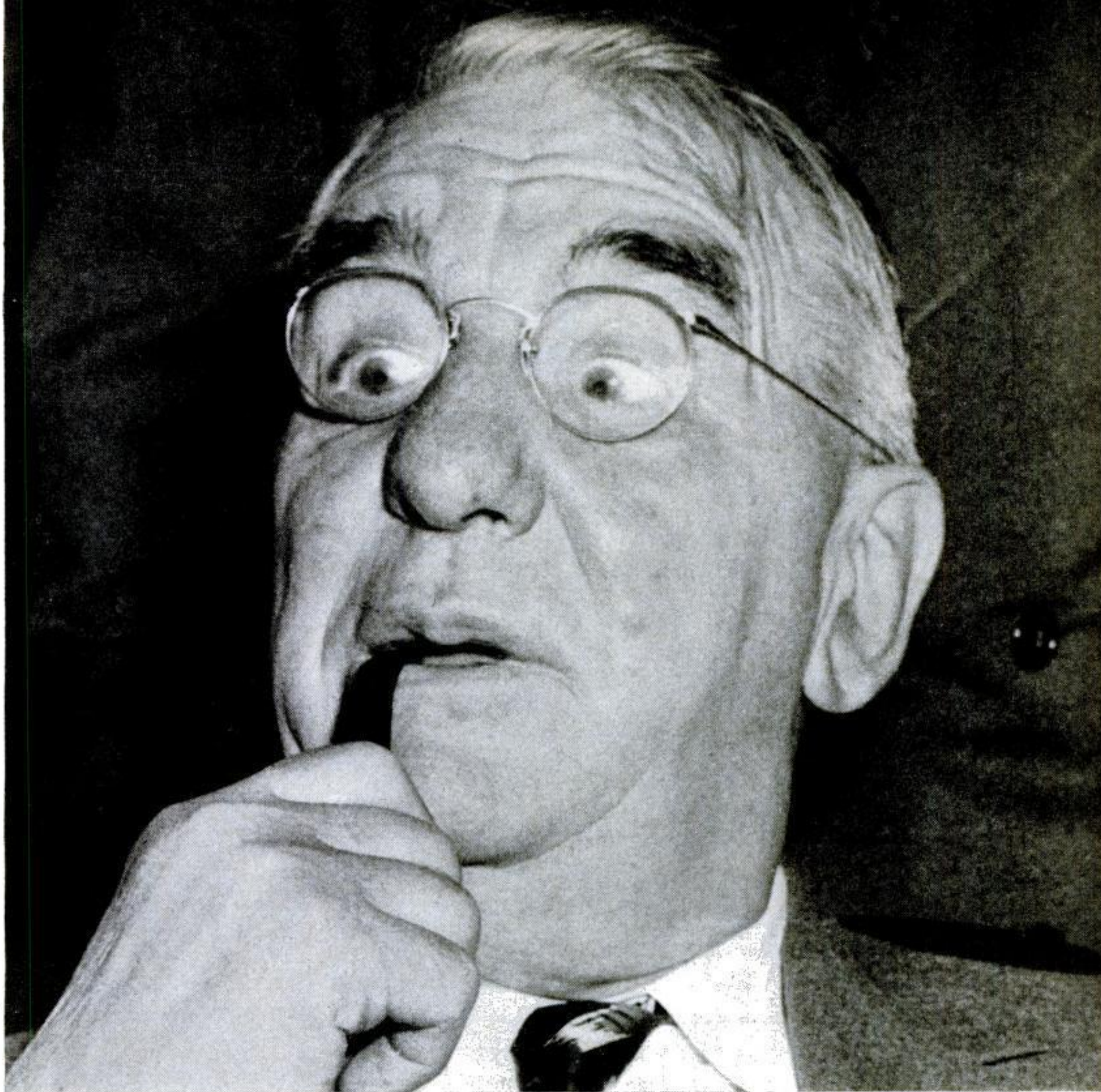
**BLACK EYE** The fine specimen above, which the French call "an eye of black butter," was hung on Paul Thorez, 7, son of the French Communist leader Maurice Thorez, by a schoolmate at the lycée Lakanal in Sceaux. Young Thorez is described as "exuberant."



**CHING STARES** The goggle-eyed expression on the out-sized face of U.S. Mediator Cyrus Ching is occasioned by John L. Lewis' curt wire that he would be three days late to a mediation session to settle the temporarily halted coal strike. "We are not going to sit around and wait," Ching snorted. The government's big weapon: injunction.



lica was being vacated by its owner and builder, one Robert Ilg (above, right). After 17 summers on its leaning floors, Mr. Ilg is going to California. Chicago's leaner is as vacant as Pisa's.

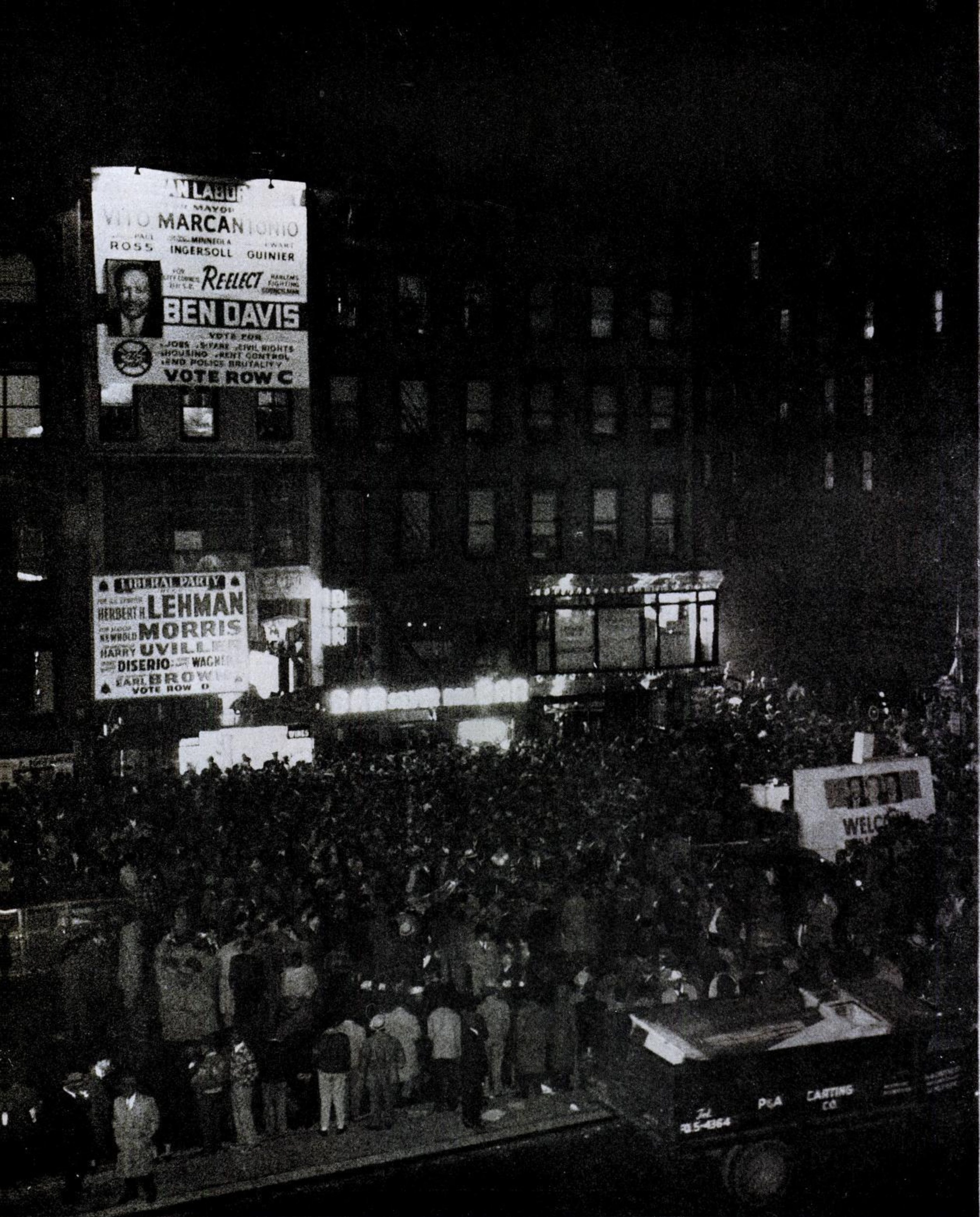


**PRINCESS-IN-WAITING** Rita Hayworth, snapped recently in Paris, was making serious preparations for her baby. Her room at Montchoisi Clinique in Lausanne was painted pearl gray, chosen as "psychologically suitable" for new mothers.



**NOSE DIVE** Safety officials in Syracuse, N.Y. pushed an empty sedan to the edge of a warehouse roof, let it plunge nine floors (80 feet) to smash itself on the street. The idea was to demonstrate that the impact was like smacking into a telephone pole at 50 mph.





**RED CROWD CHEERS DAVIS** at a street corner meeting on the night of his release from jail (all 11 convicted Communists are free on bail pending appeal of their case).

That evening Davis got into the race for the first time in a direct campaign against his fellow Negro Earl Brown. Davis' fellow Communists planned this big send-off for days.





ON A SOUND TRUCK BROWN ADDRESSES A HANDFUL OF VOTERS. THROUGHOUT THE CAMPAIGN HE WAS HECKLED BY REDS, NEVER DREW A CROWD OF MORE THAN 200

## POLITICAL UNKNOWN UPSETS THE REDS

The voters defeat Hague and Curley, bring victory to Lehman, O'Dwyer, Driscoll—and a man named Brown

Nov. 8 was a great day for the Democrats. Herbert Lehman, one of the party's best vote getters, whipped John Foster Dulles in New York and was elected to the Senate. Two other Democrats named Shelley and Kelly (John Shelley of San Francisco, Mrs. Edna Kelly of Brooklyn) won seats in the House. William O'Dwyer defeated Vito Marcantonio and Newbold Morris and got another term as mayor of New York City. The Republicans scored their one big victory in New Jersey, where Alfred Driscoll was re-elected governor in a campaign that smashed the last pieces of Boss Frank Hague's once-great machine. It was a bad day for other machines as well: old James Michael Curley was upset by John Hynes for the mayoralty of Boston, and Philadelphia's 65-year-old Republican machine began to knock as four Democrats took over top-level city jobs. Meanwhile in California the voters overhauled the state's treasury-draining old-age pension law (*LIFE*, Oct. 17), thereby insuring a saving of \$65 million a year. And in Detroit the C.I.O. failed for the fourth time in 12 years to elect its own hand-picked mayor when Albert Cobo defeated George Edwards of the United Automobile Workers.

Among the big elections there was a small one in which the Communists took a large beating. This was in Harlem where Ben Davis, one of the 11 top Reds convicted last month and the only Communist who holds public office in the U.S., was running for re-election to the New York City Council. Opposing Davis was a political unknown named Earl Brown (*right*), a onetime redcap, a Harvard graduate (1929), a journalist and a member of *LIFE*'s staff since 1942.

A few months before the election Brown had no thought of running. Davis was strongly entrenched, backed by both the Communist party and the Communist-tainted American Labor party of Vito Marcantonio. But when Brown, a Democrat,

was offered the nomination by his own and the Republican and Liberal parties as well, he saw a chance to upset Davis and took it.

During the campaign Brown got only nominal help from the three party organizations—they were preoccupied with the fight for the mayoralty. He raised most of his own funds, recruited his own workers, opened a headquarters in a vacant store. Meanwhile Communist Davis had three headquarters going full blast, was helped by leg men imported from all over the U.S. and had a fund of about \$100,000 to tap as he saw fit. Never before have American Reds concentrated so much power at one time in a local election—a small crowded area containing 100,000 voters. "This election," cried the *Daily Worker*, "is a MUST."

But Brown kept insisting that "the people of Harlem are sound people. They have no sympathy for Communism." He never drew a big audience—the rally for Davis (*opposite page*), held on the night he was released from prison on bail, was four times the size of Brown's top crowd. But what Brown said made sense to the voters. Labor unions—the Amalgamated Clothing Workers, the Building Service Employees, the joint C.I.O.-A.F. of L. Council—supported him and contributed cash and leaflets. Despite this he felt helpless. "I had never been so lonely in my life," he said. "My headquarters was like a watchman's shanty in a graveyard." As it turned out, Brown was not as lonely as he thought.

On election day the Communists began at dawn to get out the vote. They had buttonholed almost everyone in the district and thought that they needed only to get them to the polls. But when the curtains were closed in the booths, 63,030 voters cast their ballots for Brown and only 21,962 voted for Davis. The huge Red effort had been crushed, by a man who had kept repeating, "The people of Harlem are sound people."



EARL BROWN, winner in a landslide, beams as he hears the news.



## IT IS BIG NEWS FOR MILLIONS, AND WE'D LIKE TO SEE MORE OF IT

## GOOD WORK IN WASHINGTON

Secretary Louis Johnson and Admiral Forrest P. Sherman are doing a good job of pulling together the U.S. defense establishment and, in particular, convincing the Navy that it is properly subject to civilian authority. For their labors to this end, since the recent interservice disputes subsided and Admiral Sherman took over as Chief of Naval Operations, both men deserve the thanks and support of the U.S. public and Congress.

## CLAPTRAP FROM SIBERIA

On pages 56-58 of this issue readers will find a big map and a little story about the Soviets' claim that they are using their atomic resources to reverse two rivers and reclaim huge areas of Siberia. Insofar as the Soviets claim to be remaking the land face of Siberia, we believe them. Insofar as they claim to be devoting their limited atomic resources to this purpose, we think they are talking claptrap for propaganda purposes. A focal aim of the Soviet propaganda line just now is to picture the Soviet Union and its satellites as a rich and powerful complex, calmly working for peace in the midst of a capitalist world madly preparing for war. An important detail is the claim that the Soviet Union puts atomic energy to peaceful uses while the U.S. builds up an atomic war pile. So, says Mr. Vishinsky, why ask the Soviet Union to submit to international control of atomic facilities? The story from Siberia fits nicely—too nicely—into the propaganda pattern. Come again, Joe.

## THE WORLD IN WHICH WE DIE

Five Protestant ministers of Portland, Ore. recently let loose at the funeral industry. They deplored the ostentation, the artificial expense, the tendency to diminish the church and the pastor and to exalt the funeral parlor and the mortician. The ministers have our sympathy. But Dr. Paul S. Wright of the First Presbyterian Church was sadly near the mark when he said, "Many people have no relationship with organized religion, and therefore it is difficult for them to have a church service. For, in fact, they have no church. The funeral parlor system which has grown up is only an indication of the world in which we live."

The news that interests us here this week is that Eudora, Kan. has just installed a modern street-lighting system, and that Elmer Grundmeyer has been elected president of the West Jefferson Kiwanis Club in Louisiana. Duff Brandon, "the nation's oldest practicing lawyer," has turned 102 at Butler, Pa. Mr. and Mrs. Leroy G. Dewey of Granby, Conn. celebrated their 27th wedding anniversary on Nov. 12, and Washington County, Texas has raised \$2,150 for the local Boy Scouts. The output of metal mines is increasing slightly in the West, corn borers are infesting Iowa farms and retail business is pretty spotty in the Southeast.

This and similar intelligence to follow is the fruit of a browse through the newspapers of some 30 cities all over the U.S. You might call it a holiday from the formally serious news, a look at the simpler news of what Americans and America have been up to in the past fortnight or so.

A good deal of the news, we are happy to find, is on the screwball side. The mayor of Toluca Lake, Calif. has appeared in Milwaukee in a mink coat and a black velvet turban. Sam Puntillo of Kenosha, Wis. recently consumed a banana split consisting of 22 scoops of ice cream, five scoops of pineapple, six bananas, a pint of strawberries, half a pint of whipped cream, a quarter of a pound of nuts and 12 cherries. Two airmen from Siam said in Dallas that they can speak and understand English all right, but Texas talk is beyond their comprehension. Circuit Judge John V. Brennan of Detroit has successfully resisted the efforts of the Wayne County Board of Auditors to turn his spacious courtroom into two courtrooms, and Hiram Higby of Kansas City, Mo. has stated that Kansas City recently held the biggest barn dance ever held anywhere.

The youth situation is about normal. Young clubmen of the University of California at Berkeley feel put upon because they have been forbidden to install or maintain bars in their fraternity houses. Richard Opalasti, aged 3, of Glen Cove, N.Y., has been interviewed in the act of smoking a large cigar. Students of Michigan State College at East Lansing have been registering themselves as married in order to obtain extra football tickets for nonexistent wives. Samuel Williams, 19, of South Bend, Ind. was recently arrested and charged with beating up a school principal who had paddled Sam's little sister. The continued high rate of U.S. procreation is a problem everywhere—too many children for too few teachers, and a lot of worrying is being done about it.

There's quite a bit of news about ducks. Mild weather in Nebraska seems to have spoiled the early hunting season—lots of ducks in the refuges, but mighty few out where hunters can shoot them. Same thing goes for geese. At Decorah, Iowa a party of hunters mistakenly shot 12 tame ducks belonging to a produce company, and five of 18 ducks being fattened in the Cook County, Ill. jail yard have vanished, causing authorities to tighten up their duck security.

Community news is warm to hot. The talk of Baton Rouge is its Boys' Choir, composed of schoolboys who give up their Saturday mornings to practice and make a big hit in their appearances with the Civic Symphony. David W. Fairleigh, chairman of Louisville's City-County Air Board, is crying up the need of a new airport within the next few years, and Paducah, Ky. is soon to get natural gas from Texas through a pipeline now being built. Marysville, Utah is excited over the discovery of a big uranium deposit in the vicinity. The merchants of Allentown, Pa. are actually doing something about the parking problem—they have been buying up space and renting it to their customers, and they are turning a profit on the operation. School pupils at Gowrie, Iowa have raised \$7,000 for a skating rink, and this month they are earning money for the same cause by picking up and selling corn left in the fields of friendly farmers. The Lions Club of Lott, Texas has sold \$11,000 worth of bonds to finance the town's first hospital. Judge Lillian M. Westropp of Cleveland is trying to get the city to improve its probation system, and the heat is on gamblers in southern Illinois.

The dead are still coming home from Europe and the Pacific, and the names make news. Short items, mostly, off in a corner of the paper, with the names likely as not in agate type to save space ("The bodies of 11 Iowans who served in the Army and Air Force have been returned to the U.S. from the Mediterranean area . . . Sgt. Vernon J. Willison . . . T/4 Edward N. Schram . . . Pvt. Chester A. Finch . . . 2nd Lt. Edwin H. Pries . . .").

The big story—the story just beginning to make the headlines, and probably touching more Americans than anything else in the news right now—is coffee. All over the U.S. housewives are convinced that coffee stocks are running low, and that coffee prices are going way up. So they are buying coffee like mad, with the result that stocks really are low and prices really are going up. As nearly as we can figure, it all began with a rumor that drought in Brazil had cut current coffee production and raised the prospect of a poor crop next year. That's true, our Rio correspondent says, adding that Brazil has no surplus left to cushion the recent rise in demand. Add to this the fact that a growing world population is drinking more coffee than ever before, and you have a tremendous boom for Brazilian coffee brokers and Dallas grocers wondering what has come over the local ladies.

Of course the papers are full of other indications that the world of the mid-20th Century presses close upon Eudora and Paducah. Indeed we'd say offhand that many of the papers combed for this little survey tell more of what goes on in Washington or Prague than in their own front yards. The amount of national and world news being printed around the country is all to the good. But we imagine that millions of Americans could stand a little more of the news that is, after all, the news of home.



FOR FRESH-TOMATO FLAVOR, MILLIONS SAY:

# NO TOMATO JUICE LIKE CAMPBELL'S!

THE REASON IS SIMPLE—

1

## World's Finest Tomatoes

—Carefully selected from the world's finest crops. And Campbell's Tomato Juice is produced only when the crop is at its peak of red-ripeness, the tomato flavor at its best.

+2

## Campbell's Special Process

A scientific process safeguards the fresh-tomato vitamins and retains the fresh-tomato flavor. . . . Nature made it a grand drink; Campbell's keep it that way for you to enjoy.

=3

## Campbell's Fresh-Tomato Flavor

This is the luscious lively taste you want. For right-off-the-vine flavor insist on Campbell's. Taste why millions say: "No tomato juice like Campbell's!"



*Campbell's*  
**TOMATO JUICE**

LOOK FOR THE RED-AND-WHITE LABEL

*Fresh-Tomato Flavor*  
—that's why folks choose Campbell's!





See what you've been missing!

IF YOU thought that Hunter's fine, famous flavor was beyond your means, you may indeed have been missing something!

For Hunter now costs no more than the average popular-priced brand. Yet its flavor

is the *same* flavor that made it famous among America's *costliest* blends. It's lighter, milder, finer than ever.

You just can't miss if you try today's Hunter, at today's price, *today!*

**HUNTER**

SINCE 1860

*First over the Bars*

HUNTER-WILSON DISTILLING CO., INC. LOUISVILLE, KENTUCKY. BLENDED WHISKEY, 86.8 PROOF. 65% GRAIN NEUTRAL SPIRITS.



# INTERVIEW



EDWARD WESTERFELD WILL GET \$59.50 FOR 14 SHARES

## HAPPY STOCKHOLDER

### A butcher shares the General Motors melon

On Oct. 28 General Motors Corporation announced that it had performed the colossal feat of earning a net of \$502,414,029 in the first nine months of 1949. Ten days later, after a board of directors' meeting, GM followed through with the news that it had declared a whopping stock dividend of \$186,771,622. This was the biggest sum of cash ever distributed to any one group of U.S. stockholders in any one year. It amounted to a handsome \$8 a share on the common stock, with a \$4.25 extra year-end dividend. Accompanied by the announcement that GM would also pay off \$125 million in long-term debts that will not come due for 17 years, it was cheery news not only for the company's stockholders but also for the U.S. generally as an index to both business and the state of the nation.

Among the 436,005 individuals who own GM stock, more than 200,000 of them own less than 20 shares apiece. One member of this large army of small capitalists is Edward Westerfeld, a 45-year-old butcher with a shop at 825 West 181 Street, New York City. In no sense a typical, but nevertheless a fairly representative, member of the U.S. bourgeoisie, Mr. Westerfeld started life in the Hell's Kitchen district of Manhattan where his father had a small meat shop. Edward Westerfeld began cleaning chickens at 12, became a meat buyer at 18, got further experience in his trade as a salesman in Gristede's stores and borrowed \$3,000 from a bank to start his own shop in 1937. He gets up at 5:30 every morning to buy his own meat, puts in an eight- to six-hour day at the store and, with his wife, usually drives out (in a Plymouth) to spend weekends with his mother in her cottage at Wantagh. Mr. Westerfeld bought his 14 shares of GM stock in 1932, when it was selling around 12 (last week's postdividend quotation: 71). He expects to use the \$59.50, for which he will get a check this week, as additional working capital in his store, where he has one helper and usually makes enough to pay himself about \$75 a week. Visited last week by LIFE Writer Noel F. Busch and Photographer Alfred Eisenstaedt, Mr. Westerfeld stated some views on the subject of his shop, his investments and other matters of importance:

"I believe the country as a whole is getting along fine, in case anyone wants to know. Why I bought General Motors stock was that I figured the company had to be well run, and the stock had to get to be worth more. Well, now, I was right about that. The company has been well run, and the stock is worth more. If I had some spare cash I would buy a few shares right now, but I haven't got any. In fact you could say that my stuff here, the furniture in the apartment where we live, the car and that stock are all that I really own. My own business has not been going so good as General Motors, at least just lately. For one thing, the competition from chain stores is tough in this neighborhood. Still, I have about 50 regular customers, and there are the others who come in here when they want some special cut. All in all, I'm not too worried."



Do you ever say:  
"I ought to cut down on coffee"?

**M**ORE THAN LIKELY you have said that to yourself a number of times—if you're really a coffee lover.

Because, while coffee may be your favorite beverage, you realize what a bad effect the caffeine in it has on some people. How it can make them feel irritable and jumpy... and even keep them awake at night. Maybe it has that effect on you.

So when you feel jittery or nervous—or if you're sleepless at night—you automatically wonder about the coffee you drink. Are you drinking too much of it? Should you cut down on it—or, much as you hate the thought, cut it out altogether for a while?

Should you? Not at all! Just use Sanka Coffee. So rich and full-bodied, Sanka is a grand-tasting coffee that you can drink without worry!

And Sanka has all the qualities of very fine coffee—the satisfying flavor—the bracing cheer.

**ALL COFFEE—REAL COFFEE—  
97% CAFFEIN—FREE**

The big thing is that Sanka is 97% caffeine-free. And that means worry-free! There's not the least chance of caffeine bothering you—whether you drink two cups or twelve!

So why not try Sanka Coffee tomorrow? You have nothing to lose and possibly a great deal to gain.

## Sanka Coffee

Real coffee with the worry taken out.  
Drink it and sleep!



Products of General Foods



# PEPSODENT TOOTH PASTE

## Helps Stop Decay Before It Starts!

*How famous Pepsodent film-removing formula helps  
stop formation of tooth-destroying acid!*

Tooth decay is caused by acid. This acid is glued to the teeth by film. It is formed by mouth bacteria (lactobacillus acidophilus) when you eat sugars and starchy foods. Faithful brushing with Pepsodent Tooth Paste right after eating *reduces* acid formation—helps stop decay before it starts.



The film that makes  
your teeth look dull  
is Acid film that  
speeds decay!  
Pepsodent removes it!



### Film never lets up!

Film forms night and day on everyone's teeth—on your teeth, too!

You can save yourself needless cavities, pain and expense by brushing right after eating with Pepsodent Tooth Paste. And by using film-removing Pepsodent you not only help stop formation of enamel-eating acid—but also remove the dull, dingy stains that collect in film . . . and germs that cause bad breath.

There is no safer, more effective film-removing dentifrice than Pepsodent. No other tooth paste can duplicate Pepsodent's film-removing formula. No other tooth paste contains Irium\*, or Pepsodent's exclusive, gentle polishing agent.

So get the famous film-removing Pepsodent Tooth Paste today. Again we say—keep teeth free of film and see your dentist twice a year.

*You'll have brighter teeth and  
cleaner breath when you*

**Fight tooth decay  
with film-removing Pepsodent!**

### PEPSODENT'S GUARANTEE

For more than 14 years Pepsodent scientists have conducted continuing research to improve and perfect the film-removing action of Pepsodent Tooth Paste. We can guarantee, without reservation, there is no safer, more effective film-removing dentifrice than Pepsodent.

Get film-removing Pepsodent to-

day. Use it regularly after eating for just 7 days. If you don't agree Pepsodent Tooth Paste removes film better than any other dentifrice you've used—return the unused portion of the tube to Pepsodent Division, Lever Bros. Co., Department F, 141 W. Jackson Boulevard, Chicago 4, Illinois—and we will refund the money you paid.

Another Fine Product of  
Lever Brothers Company



Look for the big,  
new Economy Size

\*Irium is Pepsodent's registered trade-mark for purified alkyl sulfate.



# LIFE CONGRATULATES...



## THE FIRESTONE FAMILY

At Harbel Manor in Akron, Ohio 22 Firestones gathered last week under a portrait of the late founder of their famous clan to make a memorable group portrait of their own. The occasion was a double celebration, the 75th birthday of Mrs. Harvey S. Firestone, widow of the rubber empire builder, and the 16th of her granddaughter Anne, daughter of the Harvey S. Firestones Jr. Five sons and daughters-in-law and 11 out of 16 grandchildren came from all over the country to greet Grandmother Firestone, a pianist and composer who wrote *In My Garden* and *If I Could Tell You*, both theme songs of the radio program *Voice of Firestone* for years. In the picture above are (seated, from left) Christy An, daughter of the Raymond C. Firestones; her mother; her sister Judith An; Lendy, daughter of the Leonard K. Firestones; Mrs. Harvey S. Firestone; Gay, daughter of the Roger S. Firestones; Harvey S. Firestone III; his mother, Mrs. Harvey S. Firestone Jr.; her daughter Elizabeth; (standing, from left) Raymond C. Firestone; Kimball and Brooks, sons of the Leonard Firestones; their parents; Russell A. Firestone; 16-year-old Anne; her father Harvey S. Firestone Jr., who is a leading Episcopal layman; his daughter Martha, who is Mrs. William C. Ford, sister-in-law of the Henry Fords; Mrs. Roger S. Firestone; her husband; Mrs. Russell A. Firestone Jr. and her husband.

## PRINCE CHARLES

This week the son of Princess Elizabeth and the Duke of Edinburgh had a birthday too, his first. He got a 40-pound rum-flavored cake, adorned with one orange candle. Here, out in London's Green Park in his pram, Prince Charlie is admired by his 5-year-old cousin, Prince Richard, the Duke of Gloucester's son. "Bonnie Prince Charlie" is doing splendidly: he has six teeth, weighs 25 pounds and last week took his first unaided steps.







## Special Delivery



"I HOPE YOU'RE THE  
BEARER OF GOOD NEWS,  
WHITEY."

"THE BEST NEWS,  
BLACKIE, IS THAT  
BLACK & WHITE  
IS THE SAME FINE WHISKY  
THAT PEOPLE HAVE  
ALWAYS ENJOYED."



# "BLACK & WHITE"

*The Scotch with Character*

BLENDING SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS



THE KING OF KINGS AND QUEEN OF QUEENS

Ethiopia's Emperor Haile Selassie I and his empress last week observed the 19th anniversary of their coronation. As felicitations poured into their capital, Addis Ababa, they sat calmly on their thrones with two dogs at their feet. These pets have replaced the emperor's faithful papillon (a butterfly dog) which died during his wartime exile in London.



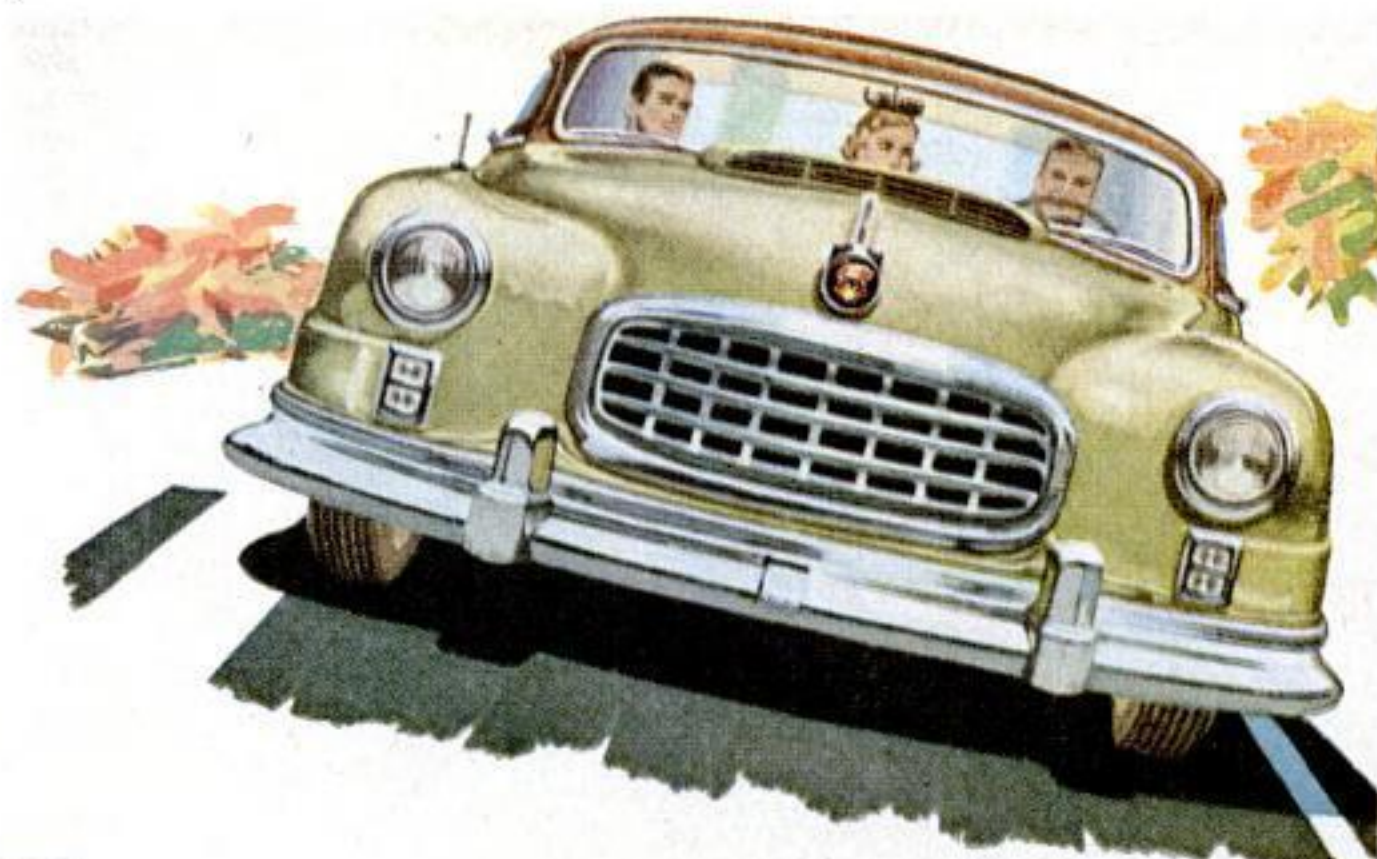
THE BASENBERG FAMILY

In Chicago last week five generations of the Basenberg family celebrated the christening of Judith Sagadin, whose birth seven weeks ago made Mrs. Anna Basenberg (right) a great-great-grandmother at 93, Mrs. Laura Eich (second from right) a great-grandmother at 61, Mrs. Ethel Marnul a grandmother at 43 and Mrs. Shirley Sagadin a mother at 21.

[CONTINUED ON PAGE 55](#)



# FOR 1950—IT'S THE NASH AIRFLYTE!



**Now—Hydra-Matic Drive!** Yes, in the Nash Ambassador Airflyte you can have the best of all automatic transmissions—Hydra-Matic Drive. And with exclusive Nash Selecto-Lift Starting you just lift a lever—and go. The clutch is gone. Your hands do nothing but steer. Your left foot does nothing at all!



**20% Less Wind-Drag!** Like invisible wings, the air-splitting Airflyte design speeds you along with 20% less wind-drag than the average car of current design—proved by scientific wind-tunnel test. That means less fuel cost... less wind noise... less fatigue... greater stability.

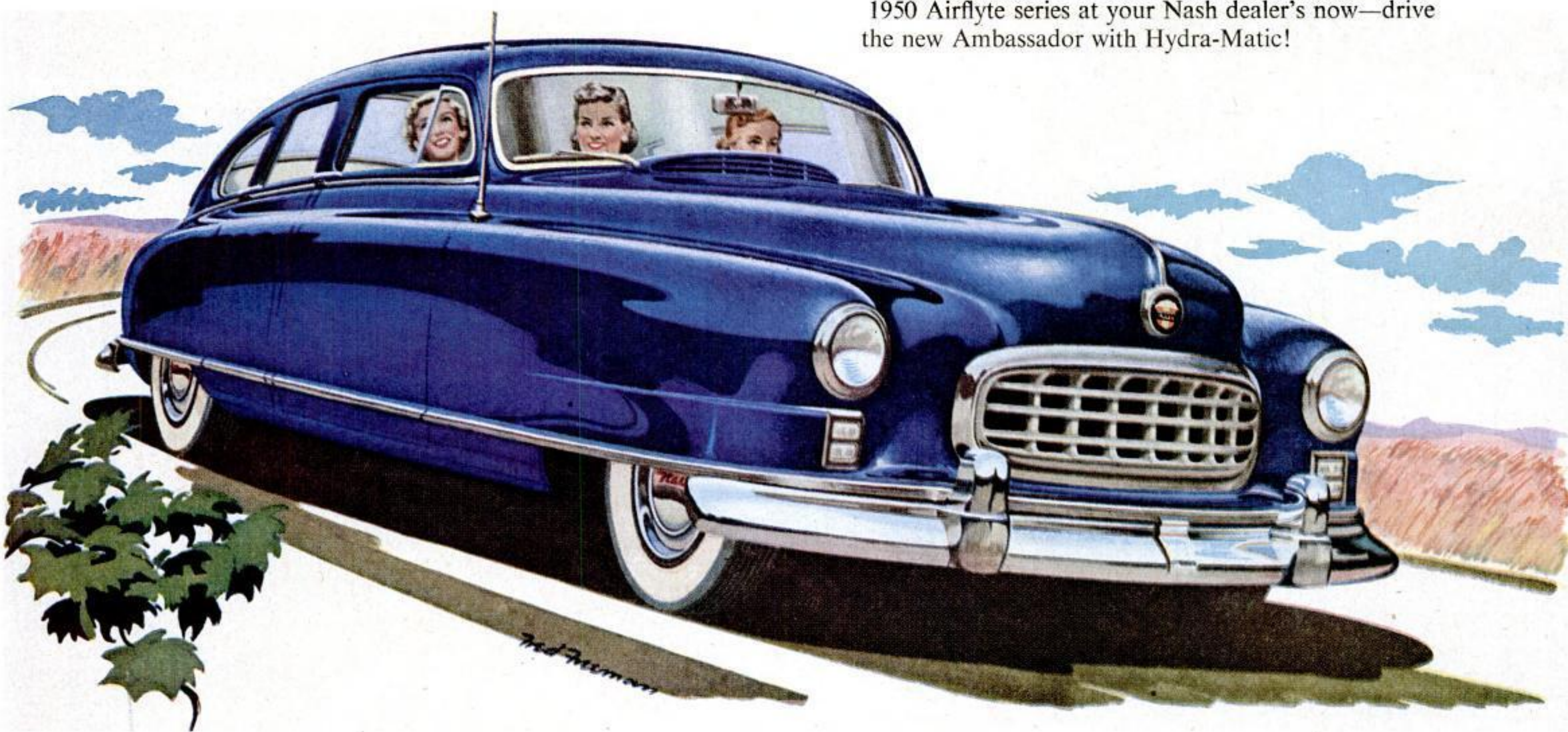
**Slip into** the seat of a 1950 Nash, and watch two words—*Airflyte Construction*—loom big in your life.

Different? You sit inside a twist-proof, rattle-proof, all-welded fuselage that's *twice* as rigid—and so spacious the seats can become Twin Beds.

It slips through the air with 20% less wind-drag—and with new Super-Compression power, *you've got performance!*

**Rough road?** Feel those super-soft coil springs soak up shock like a sponge soaks water. Airflyte Construction makes this a rock-solid road-hugger. Raw weather? Just set that Nash "Weather Eye."

Gas gauge stuck at "full"? Man, you're new around here! A Nash Statesman gets more than 25 miles to a gallon at average highway speed. See two great 1950 Airflyte series at your Nash dealer's now—drive the new Ambassador with Hydra-Matic!



**ONE SINGLE  
WELDED UNIT  
STRONGER  
—WEIGHS LESS**



Nash is the World's only car with Airflyte Construction. The entire frame and body, floor, roof and rear fenders are built as a single welded unit... twice as rigid as ordinary construction... squeak-free, rattle-proof. Makes possible new safety, economy and riding comfort.

**Nash**  
**AIRFLYTE**  
*The Statesman • The Ambassador*  
**GREAT CARS SINCE 1902**

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Mich.





PRODUCT OF GENERAL FOODS

Even the fussiest folks say **Birds Eye** Orange Juice tastes better than just-squeezed!



No squeezing! No mess! No waste! In just 45 seconds, you get six 4-ounce glasses of delicious, full-strength orange juice—best you ever tasted. Just add back cold water to the concentrated Birds Eye Orange Juice and stir, or shake—vigorously. A real ECONOMY BUY!

Copyright 1949, General Foods Corp



It's pure, Vitamin-rich Juice—nothing added. Squeezed from tree-ripened, premium oranges right after the fruit is picked. Quick-frozen minutes after squeezing time to protect its fresh-fruit flavor and vitamin content. Doctors approve Birds Eye Orange Juice for infant feeding.



If you don't drink up all the BIRDS EYE ORANGE JUICE it keeps overnight in a covered jar in your refrigerator. The *unthawed* concentrate will keep for days on end in your freezing compartment. Never be without this glorious, work-free juice. Insist on *Birds Eye*—no other frozen orange juice is just like it!



**BIRDS EYE-BOUND TO BE BETTER!**





FRANKIE LAINE

For 11 weeks this fall the nation's No. 1 popular recording has been a ballad called *Lucky Old Sun*, sung by the burly, 36-year-old baritone above. Last week, having sold a million copies, *Lucky Old Sun* was unseated from first place, but by another Frankie Laine Mercury record, *Mule Train*. Three minutes of whip and holler, the record has clippety-clopped to the top in the unparalleled time of 10 days, and Laine, a onetime beer-hall singer, is suddenly one-two in national popularity.



JOE MARSALA

The old jazz pals of Clarinetist Joe Marsala (above, right) were cheered to hear recently that he had published a song. But when they heard it, a lament called *Don't Cry Joe*, about a man losing his woman, they withheld congratulations, wondering if all went well in the Marsala ménage. The song turned out to be pure fiction. Joe is still happily married to his harpist wife Adele. Equally happy is Bandleader Gordon Jenkins (left), whose Decca record of *Don't Cry* has sold half a million copies.

You'll never cook with anything else...  
once you've tried the new

**FARBERWARE**

heavy aluminum-clad

Stainless Steel cooking ware

Spreads heat more evenly



"the tops in bottoms"

NEVER BEFORE!

A thick layer— $\frac{1}{8}$  inch—of aluminum is bonded to the entire bottom of a stainless steel utensil. That's the secret of FARBERWARE'S matchless performance.

**HERE'S PROOF!** Not a burnt spot to mar the uniform all-over color of those flapjacks. You can get that same even color with the new FARBERWARE Pans because their heat distribution is so much better! Wonderful, too, for omelets, chicken, chops, hamburgers, etc. This new Cooking Ware heats quickly . . . saves fuel, butter, shortening.

### A GREAT NEW IMPROVEMENT IN COOKING WARE

You get the many advantages of cooking in stainless steel, plus the wonder-working "tops in bottoms" which provides even heat spread (no hot spots!) . . . easier cleaning . . . cooks on any type of stove—on high or low heat.

**SEE THE NEW FARBERWARE LINE AT YOUR DEALER'S.** Note the exclusive NON-SLIP handles . . . moulded to the hand . . . made to withstand oven heat. Compare the glistening beauty of the matched pieces. You'll agree . . . FARBERWARE is "BEST BEYOND COMPARE!"



**EASIER TO CLEAN . . . GIVES YEARS OF SERVICE.** Look at the bottom of this FARBERWARE Saucepan. Hardly a sign that flame has touched it. That's why FARBERWARE Heavy Aluminum-Clad Stainless Steel Cooking Ware is so much easier to clean. Its radiant finish lasts!



**IDEAL FOR "WATERLESS" OR REGULAR COOKING.** For best "waterless" cooking you need the best available heat spread. You get just that in FARBERWARE Cooking Ware. Vegetables stay crisp and sweet, cooked in their own juices. There's no wasteful shrinkage . . . nature's savory flavor, vitamins and minerals are preserved.

**YOU SAVE MONEY!** Minimum spoilage, shrinkage, sticking, scorching. And here's a cooling thought—the FARBERWARE Dutch Oven roasts just about anything on top of the stove as well as in the oven.

2-qt. Covered Saucepan .. \$5.30	7 1/2" Fry Pan..... \$ 3.79
4-qt. Covered Saucepan .. 6.85	9" Fry Pan..... 5.19
6-qt. Covered Saucepan .. 8.65	10 1/2" Fry Pan..... 7.45
8-qt. Covered Saucepan .. 9.95	10 1/2" Chicken Fryer 10.95
2-qt. Double Boiler..... 8.65	5-qt. Dutch Oven..... 11.95

Be first to see the last word in cooking ware—FARBERWARE—at reliable stores everywhere. For free illustrated 36-page Gift Book write: S. W. Farber, Inc., Dept. L-1, New York 54, N. Y.





ARCTIC

URAL MTS.

MOSCOW

OB DAM  
LOCK

PROBABLE LOCATION  
OF ATOMIC BLAST

WINDBREAKS

TURGAI

PLATEAU

SHELTER BELTS

OB-ARAL CANAL

DON  
RIVER

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RIVER

DONETS  
RIVER

AZOV  
SEA

VOLGA  
RIVER

RECLAIMED LANDS

BLACK SEA

CASPIAN SEA

ARAL  
SEA

CAUCASUS MTS.

SOLTESZ

ARAL-  
CASPIAN  
LOCKS

SYR DARYA  
RIVER





# RUSSIANS EXPLAIN ATOM BLAST

They say they set off bomb to reverse rivers and make desert blossom

After a month of double talk, the Soviet Union decided to let the world in on the secret of its atomic blast (LIFE, Oct. 3). The story must have made even hardened Moscow propagandists blink. There had indeed been a blast, the Russians declared; but it was not just an atomic bomb. Soviet engineers, in a vast, 20-year irrigation and agricultural project, were blowing up a mountain range with atomic explosives (*above*) to reverse the course of two Siberian rivers and transform what had been an arid desert into the pastoral landscape shown on these pages.

The project is not new; it has been a Russian dream since czarist days. Thousands of years ago the 1,560,000 square miles of lowlands east of the inland Caspian Sea (*left*) were a fertile, agricultural area. To the northward, however, the land rose and even-

tually formed a watershed known as the Turgai hills, which deflected the rivers to the north on their way to the Arctic Sea. Now an engineer named Davidov proposed to make the resultant desert fertile again by blasting a hole in the Turgai hills (*center*) with atomic explosives, thus opening a way for the Ob and Yenisei rivers, two of Siberia's largest, to flow southward once more. To overcome the 100-foot difference in altitude between the Ob River and the Aral Sea, into which the waters will eventually flow, both rivers are to be backed up by two huge dams, forming an artificial sea half the size of the Black Sea. In addition to irrigating one billion acres and generating 82 trillion watt hours of electricity yearly, the new waterway would also provide direct passage for ships from the Arctic to the Caspian Sea.





You go great when you go  
**Great Northern**



### IN A DUPLEX-ROOMETTE ON THE **EMPIRE BUILDER**

A cozy private room or office (1) during the day, the DUPLEX-ROOMETTE is transformed in a moment into a comfortable bed. Light, heat and air controls within arm's reach (2). Extra wide window (3) for the passing panorama of scenery. Only \$2.13 more than a standard lower berth from Chicago to Seattle-Portland.

Pullman  
and coach  
accommodations  
available on  
**BOTH** trains



### IN A COACH ON THE *Oriental Limited*

Great Northern coach fares are far lower than competing airline fares, particularly for round trips. On air-conditioned *Oriental Limited* coaches, you get more of what really counts when you travel—more real comfort in reclining seats (4), more spaciousness (5), more scenery enjoyment (6). Dressing rooms are large—baggage allowances generous.



Great Northern Travel Offices in principal U. S. and Canadian cities or consult local railway ticket agent.

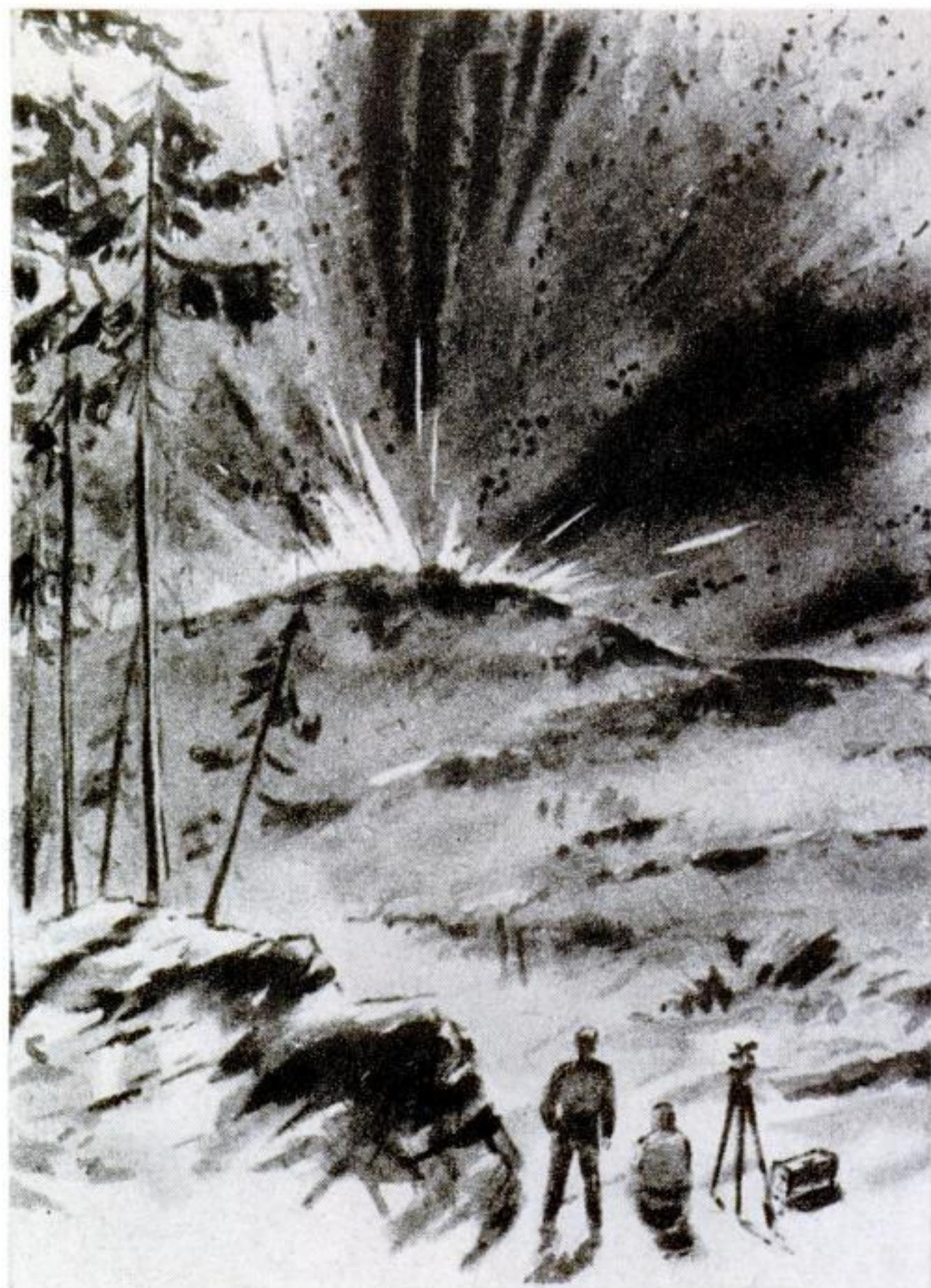


**2 Great Trains**

NO EXTRA FARE • EVERY DAY—EACH WAY Between Chicago and Seattle-Portland via St. Paul-Minneapolis and Spokane  
TO CALIFORNIA TO DENVER, TEXAS AND GULF COAST

Write P. G. HOLMES, Passenger Traffic Manager, Great Northern Railway, St. Paul 1, Minnesota

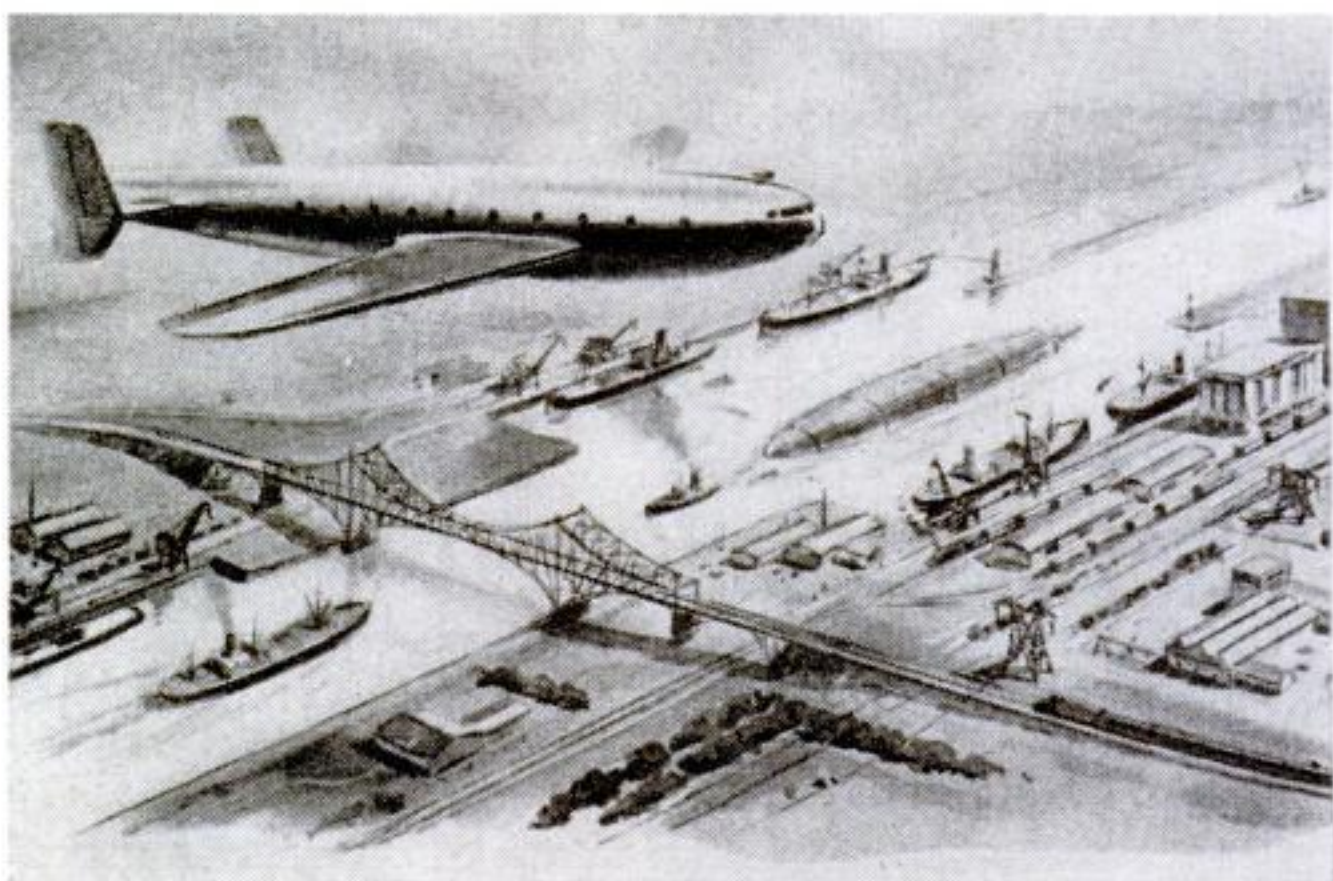
## Russian Atom Blast CONTINUED



**TURGAI HILLS BLAST**, in Russian sketch, shows some workmen watching an ordinary explosion. This was before the disclosure of atomic explosion.

## RUSSIANS HAVE A 20-YEAR DREAM

The possibility of blasting with atomic energy, according to American scientists, is entirely feasible, although it has technical drawbacks. It would probably take two months before the blasted area would be sufficiently free of radioactivity to permit workers to go into it; and the expense, compared to that of other explosives, would be tremendous. Whether this would influence Russian authorities is a matter of speculation, but last week in a speech on the 32nd anniversary of the October Revolution in Moscow, Politburo Member Georgi M. Malenkov made pointed reference to the technical potentialities of atomic energy. "In the hands of the Soviet people," he said, "it can be and must be a mighty instrument of technical progress on a scale never witnessed before, an instrument for the further rapid development of the productive forces of our country." In any event the entire project would give the Soviet people something to dream about for years and years.



**PROSPERITY AND ABUNDANCE** are promised in Soviet drawing of new canal flowing south to Aral Sea. Timber (center) would be major export of area.









## Give American Toys *to American Girls and Boys*

WHEN YOU BUY a gift for a child, make sure your selection is an American toy.

Only American toys are designed with the American child in mind, to develop imagination, initiative, dexterity.

Only American toys are checked and screened for popularity and child development by child psycholo-

gists on the staff of the American Toy Institute.

Yes, and only American toys have the benefit of the safety standards set up by the Toy Institute after years of research in materials, construction, coloring.

So when you buy a toy, be sure it is an American toy. Then you will be sure you have the best gift of all for an American girl or boy.



The American Toy Institute

*of Toy Manufacturers of the U.S.A., Inc.*—200 FIFTH AVENUE, NEW YORK CITY 10

MADE IN  
U.S.A.





# American-Made Toys

## ....for American Girls and Boys



### Crystal-Clear Plastic REFRESHMENT SET

Looks exactly like fine glassware, properly scaled for small hands. Safe, washable, unbreakable. Tested and commended by Parents' Magazine. 27 pieces—6 each sherbets, service plates, goblets, napkins, plus pitcher, napkin holder, Lazy Susan. In highly decorated box 14½ in. high. \$1.98.

**BANNER PLASTICS CORP.**  
150 Bruckner Blvd., N. Y. 54, N. Y.



### All-Steel DOLL-E-HIGH CHAIR

Thousands of doll mothers have clapped their hands over this real-as-life doll high chair with chip-resistant, easy-to-clean, baked enamel finish.

In pastel blue with ivory tray and gay decorative decals. Rubber non-skid feet. 29½ in. high overall. \$3.98.

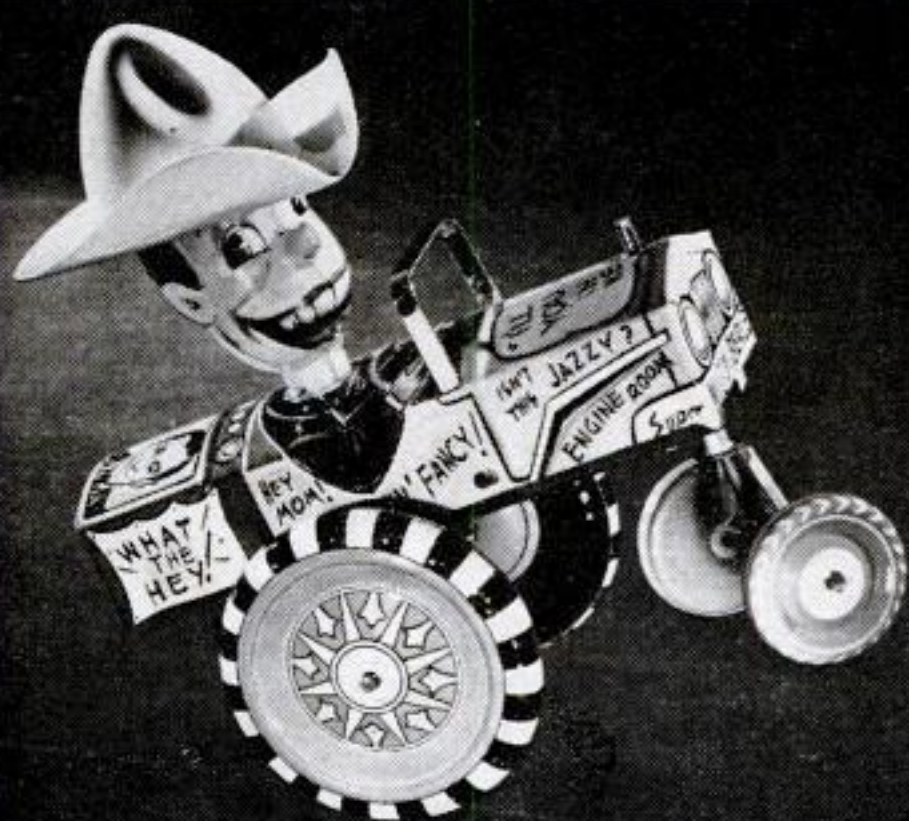
**AMERICAN METAL  
SPECIALTIES CORPORATION**  
Hatboro, Pennsylvania

### Milton Berle FUNNY CAR

This crazy mechanical car is as funny and unpredictable as Milton Berle is on television. It speeds back and forth, rears and whirls around while Berle's hat spins and bobs up and down.

Car is steel, lithographed with Berle wisecracks. Long-running motor. 98 cents.

**LOUIS MARX & CO., INC.**  
200 Fifth Ave., New York City

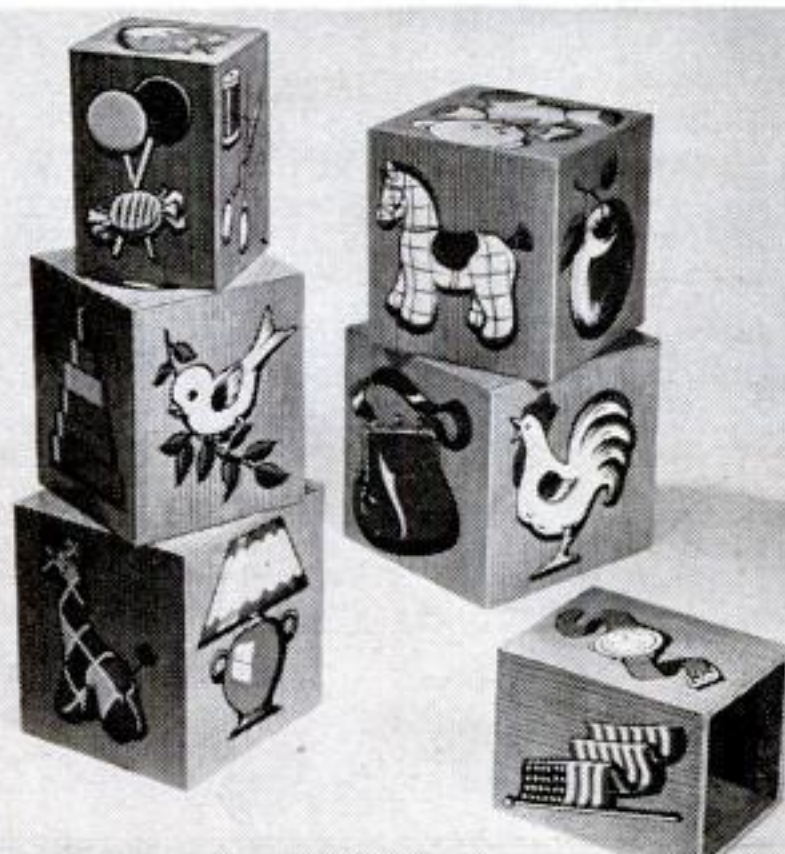
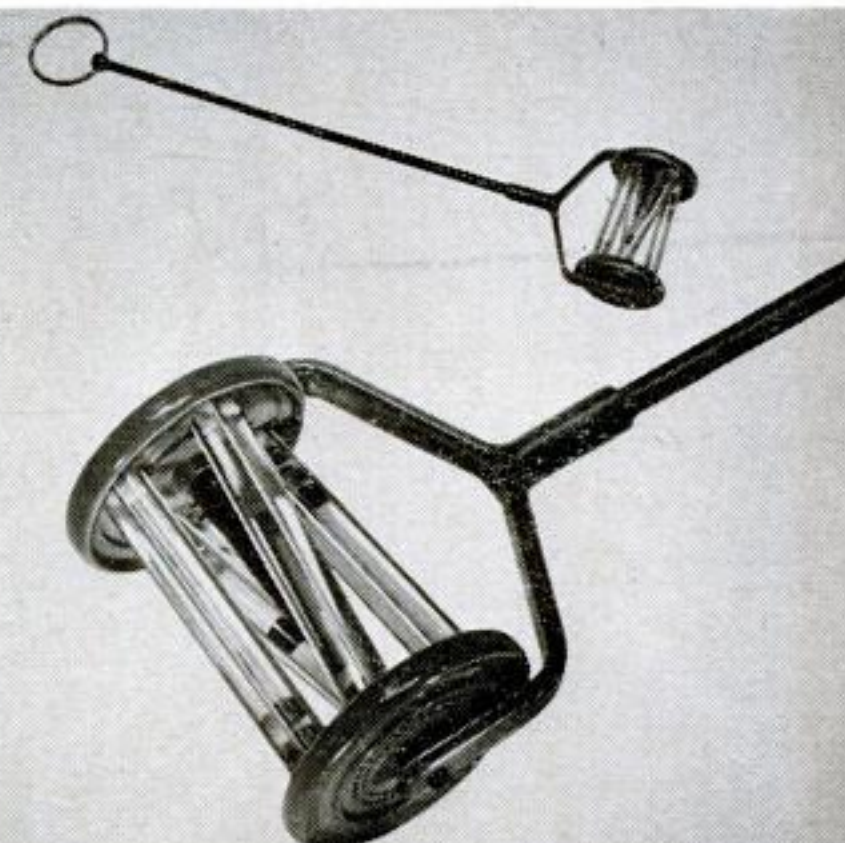


### SAFE-WHIRL The Play Mower

Catalin balls provide sound and action racing in shatter-proof, split-proof, Tenite tube.

Tenite handle, too, designed for safety... sturdy, flexible, permanently anchored to shaft. In variety of colors, 33 x 7 in., \$2 (slightly higher Far West).

**SANDEE MANUFACTURING CO.**  
5050 Foster Ave., Chicago 30, Ill.

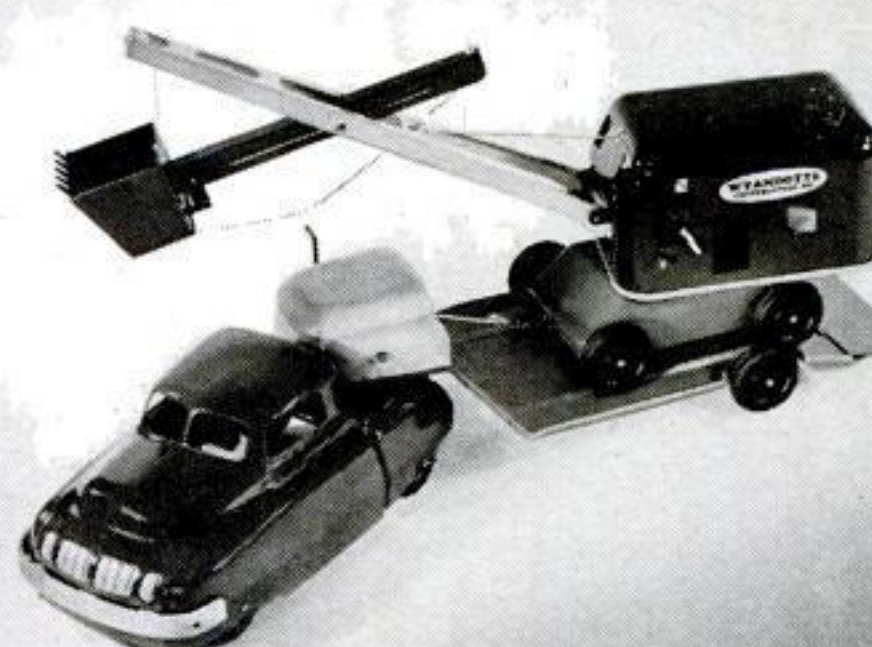


### California Redwood NESTED BLOCKS

Six-piece nest depicting toys and other objects in brilliant colors with bold designs printed on wood pattern background, highly varnished.

Made of 3/16 in. fine quality solid California redwood, carefully nailed for safety and to withstand hard knocks. \$2.75.

**SAM'L GABRIEL SONS & CO.**  
200 Fifth Avenue, New York 10, N. Y.



### WINCH TRUCK & Trailer with Steam Shovel

Really two toys in one, both of heavy gauge steel, with baked enamel finish, rubber tires.

Tail gate lowers and hand winch pulls steam shovel on trailer bed. One crank on steam shovel operates boom, another the bucket. Overall length truck and trailer is 23 in. \$3.98.

**ALL METAL PRODUCTS CO.**  
Wyandotte, Mich.

### Child's Toy VOICE PHONE

Put the receiver to your ear and you actually hear a doll's voice!

The dial revolves just like a real phone and moving it rings the telephone bells. Here is hours of fun for small fry.

\$1.50 each. Slightly higher in West.

**THE GONG BELL MFG. CO.**  
East Hampton, Conn.



### SHERIFF Repeating Toy Pistol

Just one of seventeen famous Stevens toy pistols; sturdily constructed, authentic reproductions with exclusive safety features. Price, \$1.

**THE J. & E. STEVENS CO.**  
Factory: Cromwell, Conn.  
New York Office: 99 Wall Street  
Over 100 Years of Toy Manufacturing



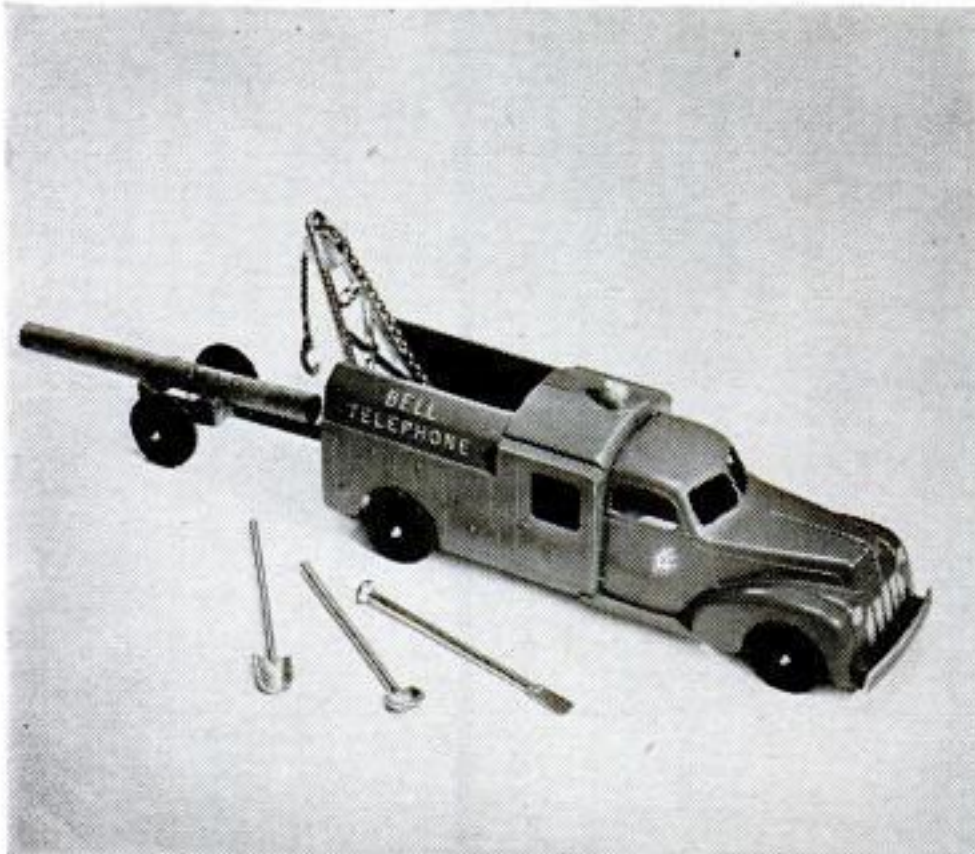
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# American-Made Toys

## ....for American Girls and Boys

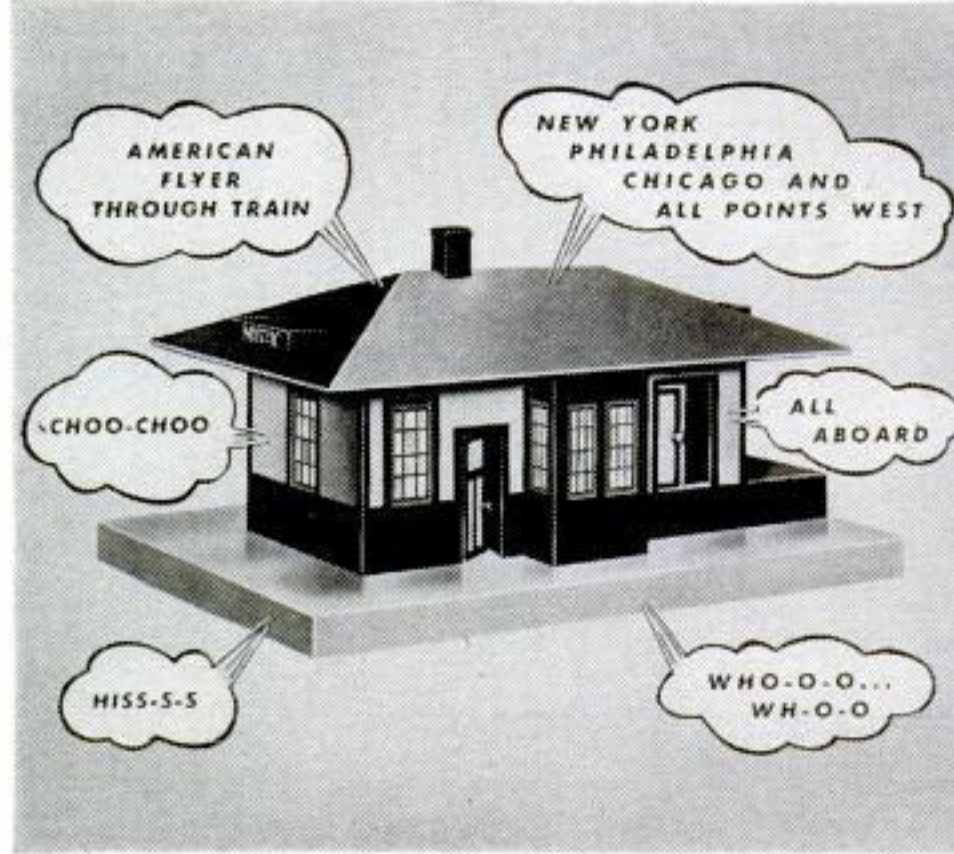


### TELEPHONE TRUCK and Trailer

A toy to delight the heart of any child who likes to play grown-up! Olive green truck, 10½ in. long, with aluminum striping, rubber wheels, and red trailer.

Accessories include telephone pole, nickel winch and boom, three digging tools. Price, about \$1.50.

THE HUBLEY MANUFACTURING CO.  
Lancaster, Pennsylvania



### TALKING RR STATION For Electric Trains

Produces true-to-life sounds of busy railroad station—whistle, hissing steam, chug of pistons, voice of station announcer. Stops train by remote control—starts it automatically. \$16.95. (Denver and West, \$17.80.)

Send for free giant American Flyer Train and Erector book. 40 big pages illustrated in full color.

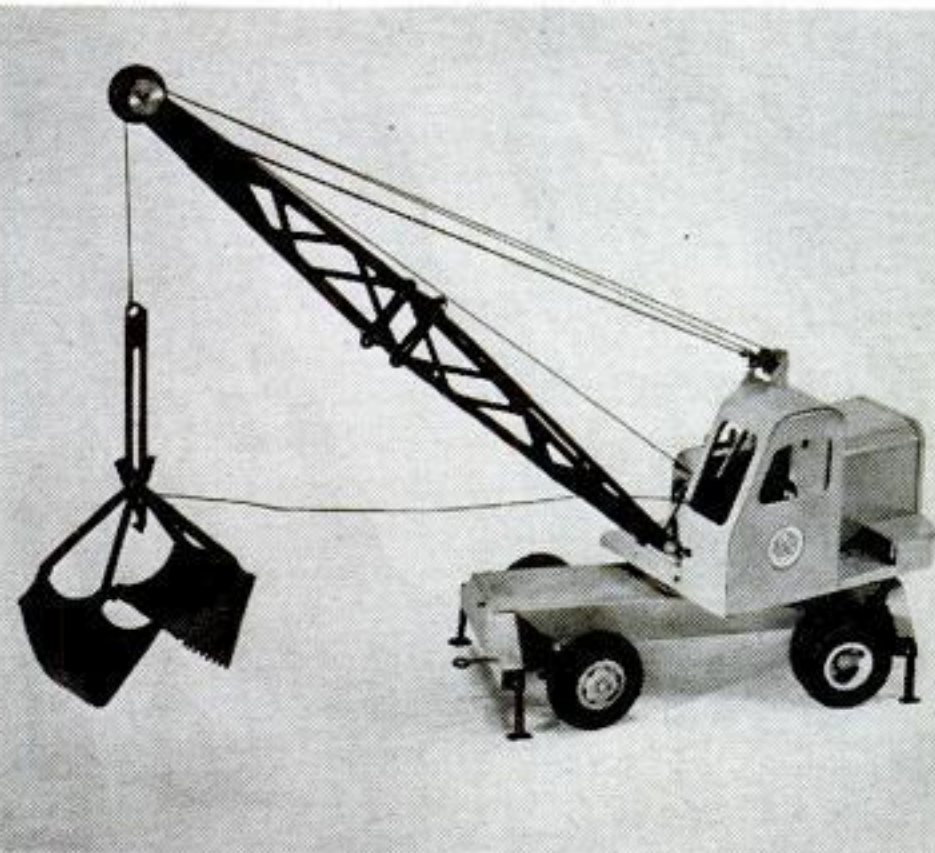
GILBERT HALL OF SCIENCE  
80 Erector Square, New Haven, Conn.

### Unit MODEL CRANE

All-steel, equipped with both hook and clam shell digger. Lifts astounding weights when outrigger and jacks are fixed.

Gear turns cab in full circle; steerable front wheels; two cranks control boom and hook or clam shell. Boom length, 19½ in. Overall length 11½ in. Price, \$13.95 (in Far West, \$14.75).

CHARLES WM. DOEPKE MFG. CO.  
Rossmoyn, Ohio

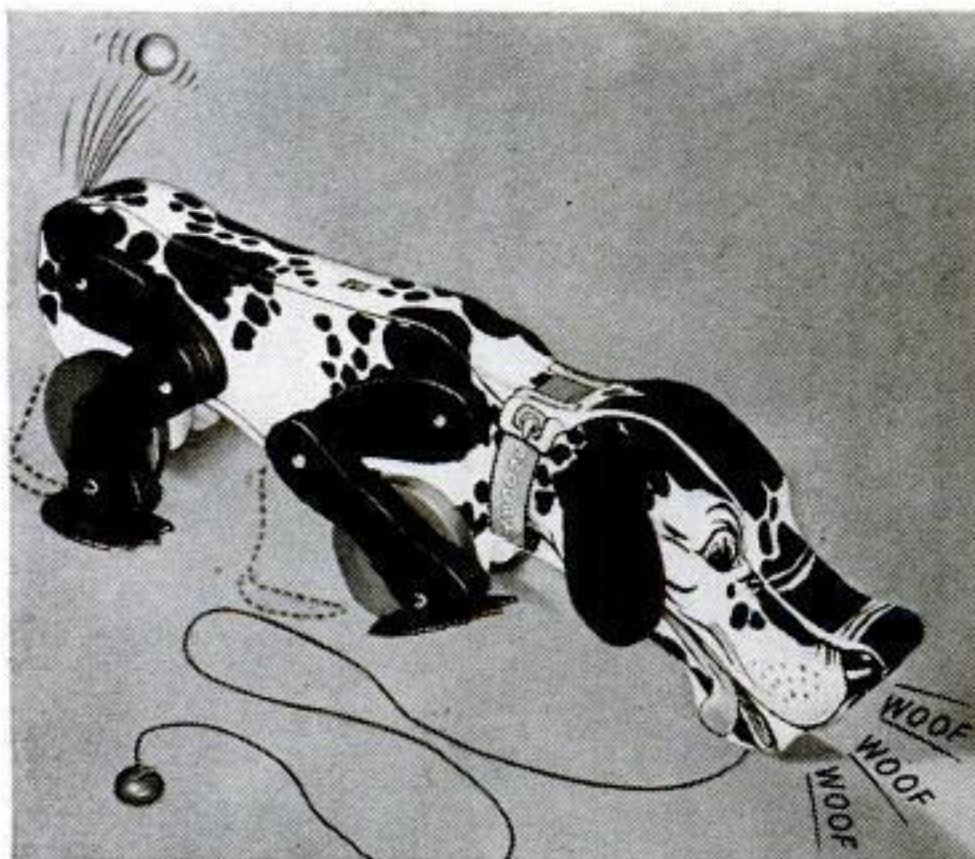
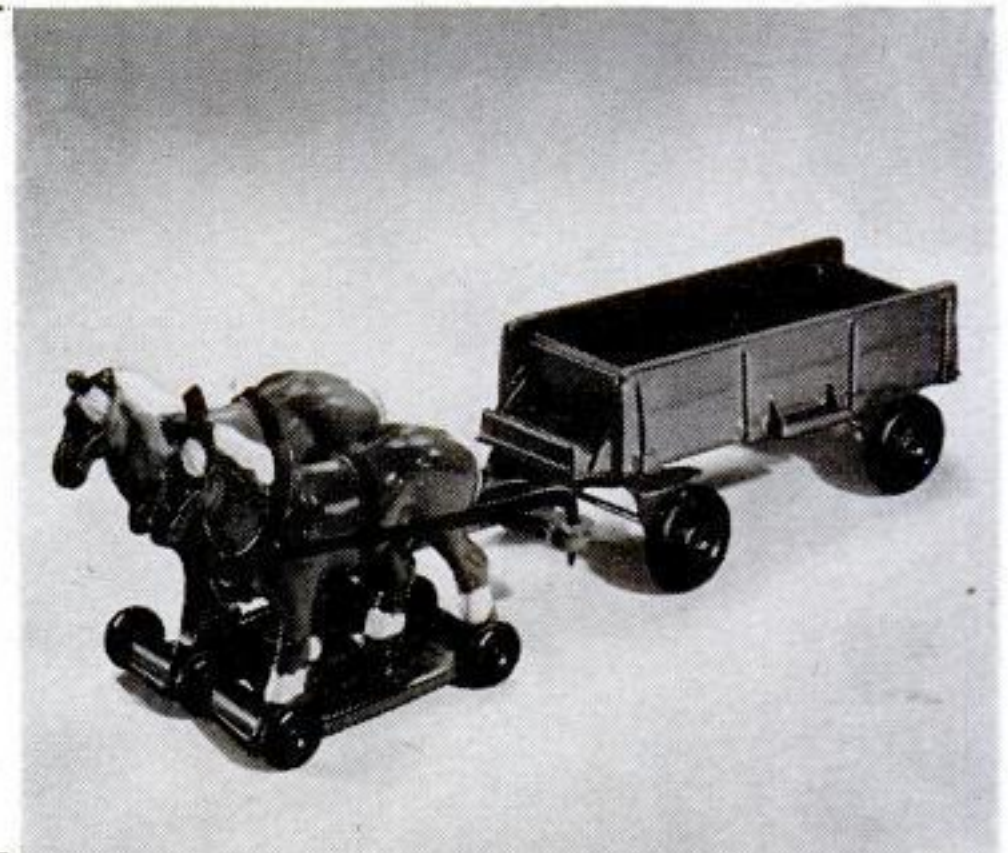


### All-Rubber TEAM AND WAGON

Any small fry will be thrilled with an Arcor farm toy. This one is safe, sanitary and scratch-proof, with removable harness so child can hitch up the team himself.

Team, 4 in. long; wagon 9¼ in. long. In bright colors with red wagon. Individually boxed. 79 cents.

AUBURN RUBBER CORP.  
Auburn, Indiana



### SNOOPY SNIFFER World's Friendliest Pup

Radiating fun and friendliness, Snooply Sniffer, woofing loudly, rambles along with a ludicrous splay-footed gait.

Wood body and legs; rubber paws; cloth ears; coil spring tail; patented voice; realistic colors. 16½ in. long—\$2. Write for catalog of other toys.

FISHER-PRICE TOYS, INC.  
East Aurora, Erie County, N. Y.



### MONOPOLY Most Popular of the World's Great Board Games

Famous White Box Edition	\$3.50
Popular Edition	\$3.00
Standard Edition	\$2.50

PARKER BROTHERS, INC.  
Salem, Mass.

### BABY COOS Brother & Sister with the Magic Voice

They coo when you hug them, cry if you spank them, squeal if you pinch them!

Magic skin body, arms and legs—feel soft, lifelike. Unbreakable plastic head, sleeping eyes. Fully dressed, packed in deluxe acetate window gift box, \$6.98 each (14 in. size).

IDEAL NOVELTY & TOY CO.  
200 Fifth Avenue, New York 10



### Pedal-Type FIRE ENGINE

One child drives, another rides behind. And two sturdy 22 in. wood ladders ride on side rails.

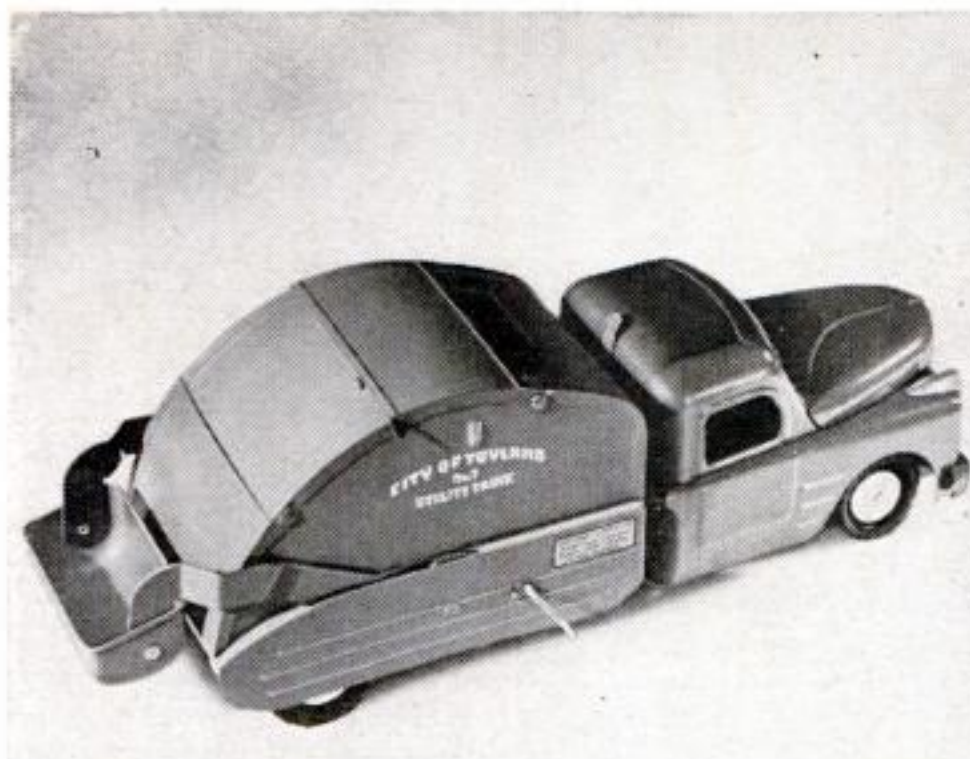
In fire-engine red with white enamel bumper, windshield, ladder rails, a chrome finish bell that really rings and chrome hub caps on rubber-tired wheels. Length 40 in.; height 21 in.

THE MURRAY OHIO MFG. CO.  
115 East 152nd St., Cleveland 10, O.



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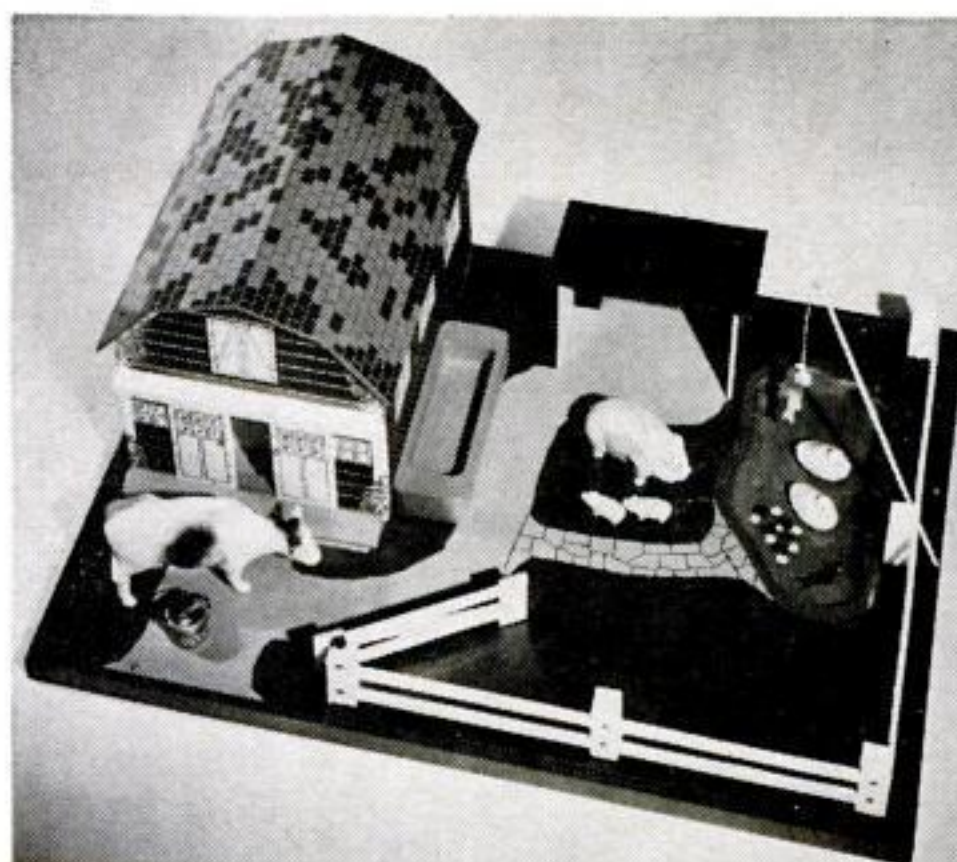


### Toyland UTILITY TRUCK

Just like the modern city garbage trucks you see on the street. Storage body tilts back, rear gate opens automatically; bucket is raised by crank.

Hood of truck opens to reveal amazingly realistic "Fireball" engine. High gloss red cab, grey body. 18½ in. long. Price, \$4.98 (add 10% West of Rockies).

**STRUCTO MFG. CO.**  
126 Powell Ave., Freeport, Ill.



### FARM SET And the cow gives milk

When squeezed, cow drinks water in trough; gives milk when pail is placed beneath her. Magnetic action makes rubber pigs suckle sow. Set includes two floating rubber ducks, two fish and magnetic fish pole, swinging gate.

Made of Masonite and Tekwood. Packed all assembled. 16 x 22 in. \$4.98.

**KEYSTONE MFG. CO.**  
151 Hallet St., Boston 24, Mass.

### TWIN DIESEL Locomotive with Santa Fe or N. Y. Central markings

Miniature of giant General Motors F3 Diesel loco, with TWO powerful motors. Measures 26½ in. long! Has deep-pitched, realistic Diesel horn. Wide speed range. Extraordinary detail. Driver's compartment glassed-in. Number box fully illuminated. Twin unit loco, \$42.50.

**THE LIONEL CORP.**  
15 East 26th Street, New York City



### 8-Light CANDLE-LITE SET

Exact replicas of old fashioned Christmas tree candles with all the safety of electrically burning lamps. Entire candle lights up. Plastic flame tip gives realistic effect of burning candle. Metal clips hold candles upright.

Now your tree can take on a new look of old-time holiday charm with complete safety. \$3.75.

**NOMA ELECTRIC CORPORATION**  
55 W. 13th St., New York 11, N. Y.

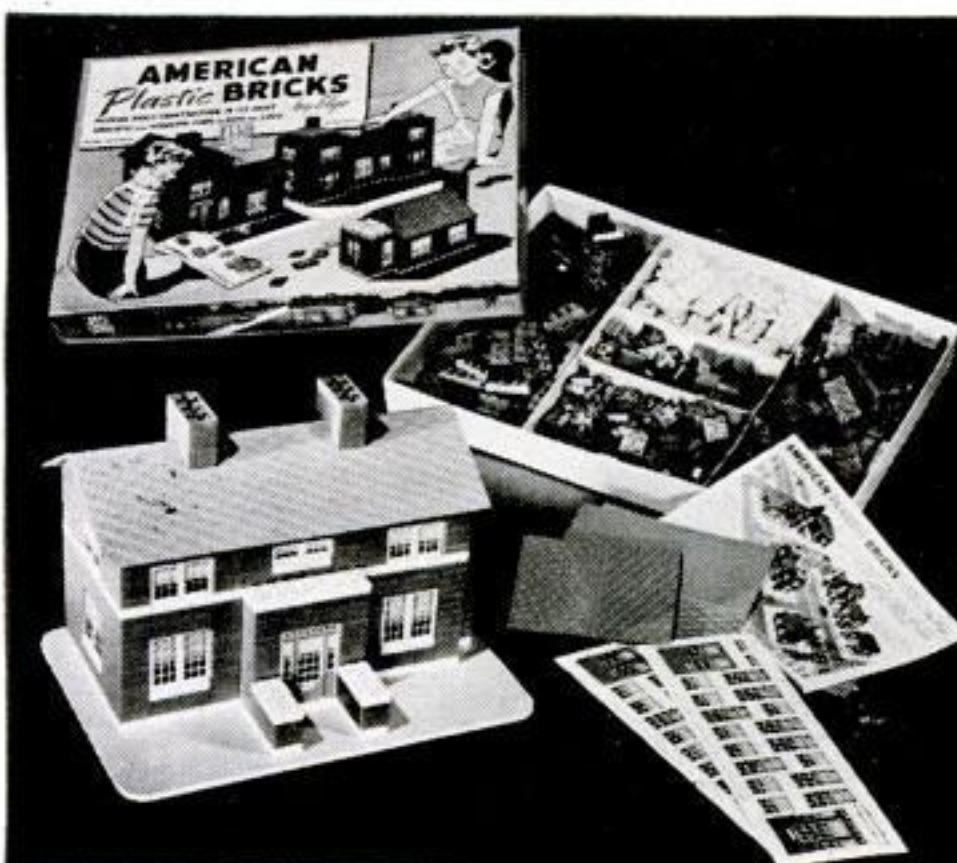


### DAISY TARGETTE For folks from 8 to 80

The air pistol can shoot the palm of your hand with no more than a sting. Holds 400 rounds ammunition; adjustable rear sight; accurate up to 12 feet. Chrome plate, 10½ in. long.

Plastic gallery has 7 spinning targets and 800 rounds ammunition in legs, 8½ in. long. Complete outfit, \$4.95. Rockies and West, \$5.

**DAISY MANUFACTURING CO.**  
Plymouth, Mich.



### Interlocking American PLASTIC BRICKS

Educational and entertaining! Sturdy and durable. Each brick washable, all edges smooth. Harmless yet realistic color.

Completed models practically scale miniatures. For youngsters 5 years of age and up. 2 sizes: 200 and 400 pieces. \$3 and \$6.

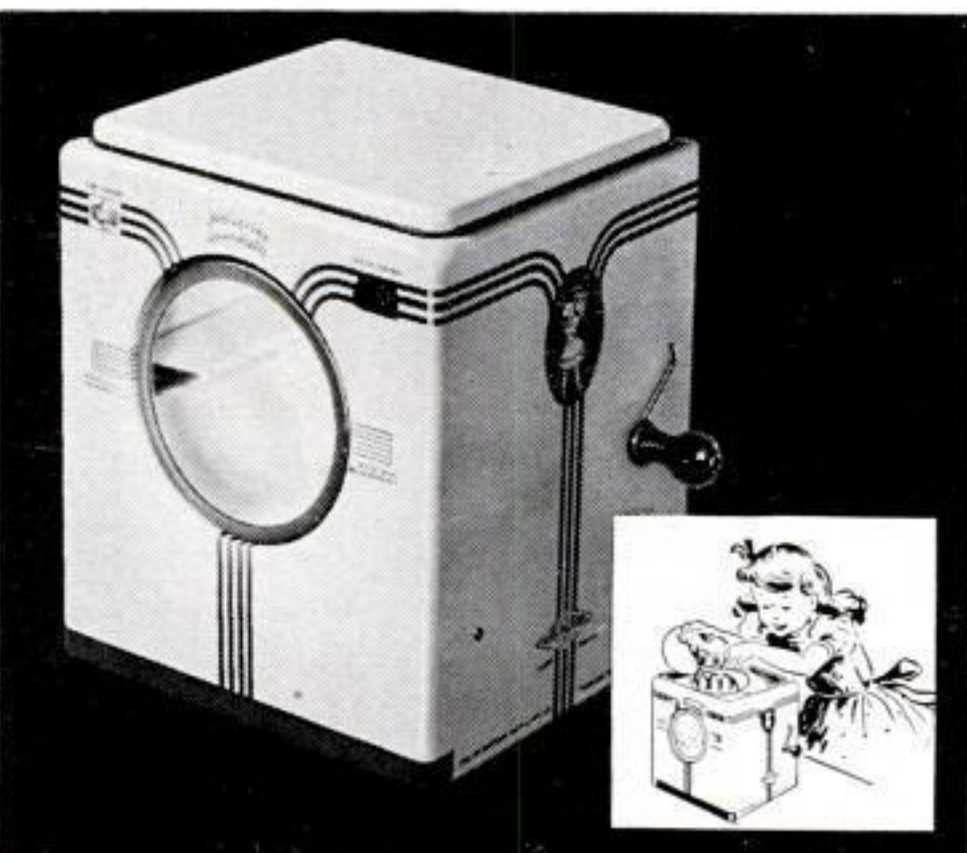
**HALSAM PRODUCTS CO.**  
4114 Ravenswood Ave., Chicago 13, Ill.  
Over 30 years of Famous Quality Toys

### Wolverine TOY LAUNDERETTE

Made of steel enameled in red and ivory. 8½ in. high, 7 in. wide, 6 in. deep.

Works like mother's! See clothes tumbling around in washer. Actually launders dolls' clothes, hankies, etc. At leading stores \$2. Slightly higher in far distant points.

**WOLVERINE SUPPLY & MFG. CO.**  
Page & Fontella Sts., Pittsburgh, Pa.

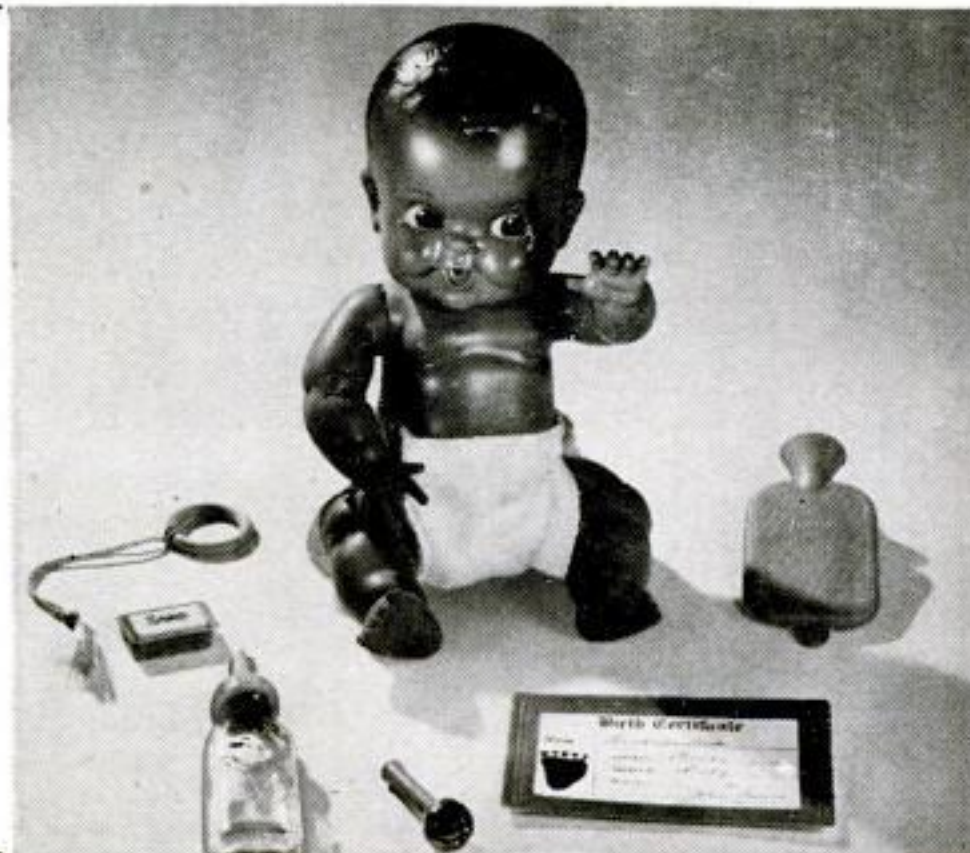


### AMOSANDRA\* The Amos'n Andy Baby

She cries! She drinks! She wets! Exquisitely molded of tinted soft rubber. Movable head; joined, movable arms and legs. Complete with diaper, nursing bottle, soap, soap dish, teething ring, hot water bottle, bell rattle, birth certificate. \$2.98.

\*"Amosandra" is an Amos 'n Andy article, copyright Columbia Broadcasting System, Inc. Designed by Ruth E. Newton.

**THE SUN RUBBER CO.**  
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# These American-Made Toys are now on sale at your local Retail Stores

*Or write Manufacturer for Name of nearest Dealer*





# "Wonderful to have both . . . in a Christmas Elgin!"

PATRICIA MORISON  
co-star in the Broadway  
musical success  
"KISS ME, KATE,"  
chosen one of America's "best-dressed" women  
by the Fashion Academy

exclaimed

**PATRICIA MORISON**

speaking of

the DuraPower Mainspring

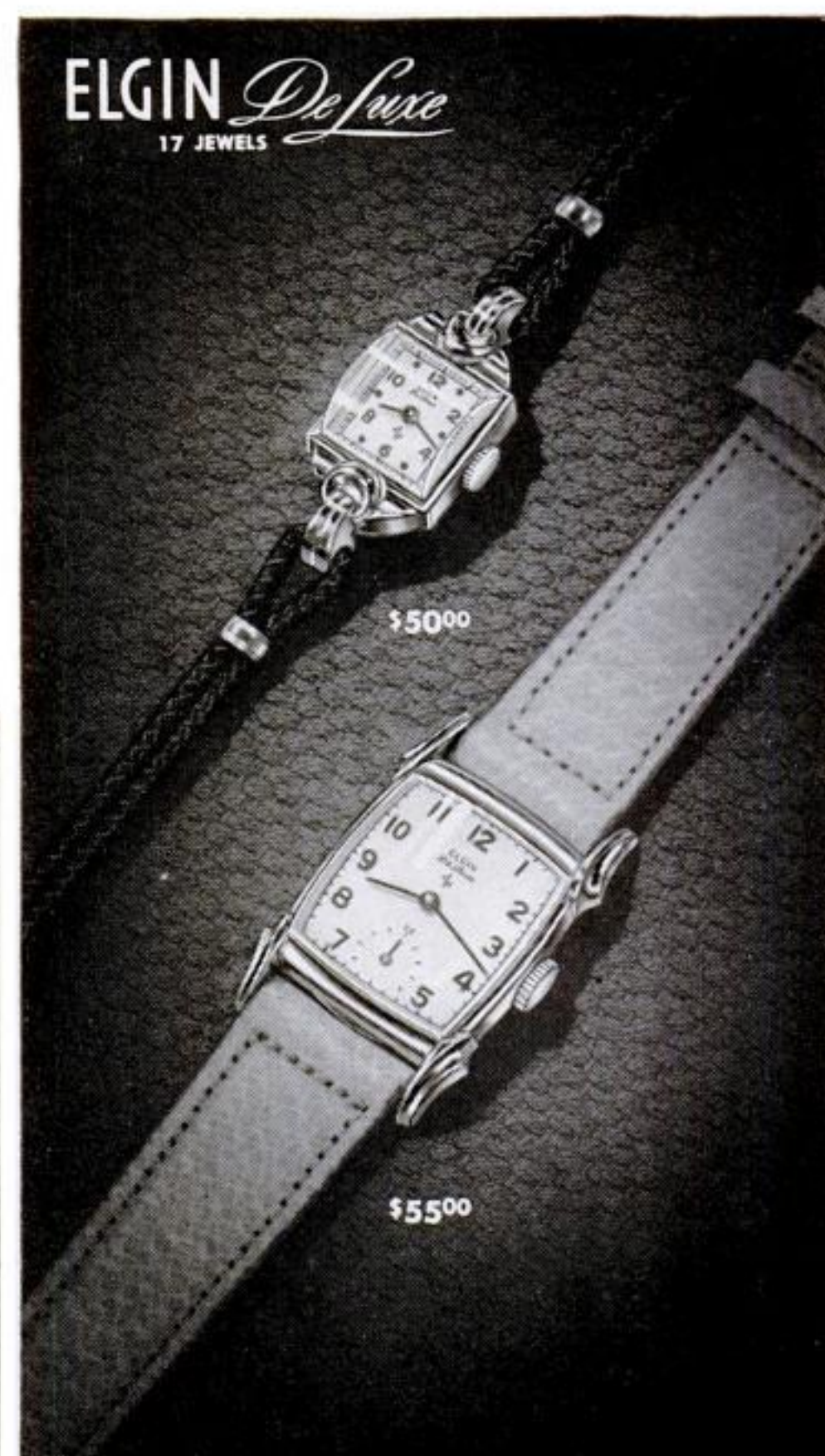
in **ELGIN** Watches

and their styling that won

the Fashion Academy Award



\*Patent pending. Made of "Elgiloy" metal



Lord and Lady Elgins are priced from \$67.50 to \$5,000. Elgin DeLuxe from \$47.50 to \$67.50. Other Elgins are as low as \$29.75, including the Federal Excise Tax

"Best-dressed" women like Miss Morison are always alert for style correctness. That's why so many of them are wearing the new Elgin Watches. For originality in design and up-to-the-minute styling, Elgin won the 1949 Fashion Academy Gold Medal Award!

How wonderful then to know that these same beautifully styled new Elgins possess that remarkable watchmaking achievement . . . the miracle DuraPower Mainspring! No other watch in the world has such dependable power for accurate timekeeping! No other watch will mark a gift occasion quite so memorably as an Elgin. You can be sure that the one you love will be happier with an Elgin. . . its smart distinction . . . its dependability. See at your jeweler's now the brilliant array of new Elgins!

# ELGIN

TIMED TO THE STARS

The genius of America to wear on your wrist





THIS IS THE DAPPER, SELF-CONFIDENT HERO OF WALT DISNEY'S "THE ADVENTURES OF MR. TOAD"

## The remarkable MR. TOAD

He jumps from "Wind in the Willows" to become a Disney hero

The thousands of children and grownups who have read Kenneth Grahame's *The Wind in the Willows* have all been fascinated by the complex personality of one of its principal characters, Mr. Toad—a haughty, mercurial, boastful, hospitable, charming, unbearable animal who is master of Toad Hall, a noble pile rising alongside a peaceful English stream. Now millions will get a good, new look at Mr. Toad. Large as life and speaking with the voice of Eric Blore, the movies' eternal English butler, he is the hero of a 30-minute movie by Walt Disney. It is shown, along with Disney's version of *The Legend of Sleepy Hollow*, in a film called *The Adventures of Ichabod and Mr. Toad*.

The story of Mr. Toad tells how that volatile animal's succession of wild manias led to dreadful calamities. He was sent to the highest prison tower in Merrie England. His ancestral home was taken over by a gang of criminals. Only the heroic efforts of his faithful friends—the practical

Badger (called Angus MacBadger in the movie), the meticulous Rat and the devoted Mole—finally saved Mr. Toad.

*The Wind in the Willows*, the nearest thing to an *Alice in Wonderland* that this century has produced so far, was originally written in 1908 by Kenneth Grahame, then secretary of the Bank of England, for his young son. He wrote only for children, he said, because "they are the only really living people." But his book has become vastly popular with adults for its sentiment and warmth, its misty, poetical landscapes and its spirited conversations. Disney's film leaves out all the poetry and most of the subtlety, but it still has action enough for the children and wit enough for everybody. It is deft and pleasant throughout, ironic and goodhearted. Although the Ichabod half of *Ichabod and Mr. Toad* is silly and bumbling, Mr. Toad's half is good enough to convince Disney admirers that the old master can still display all the bounce and vitality he had before the war.



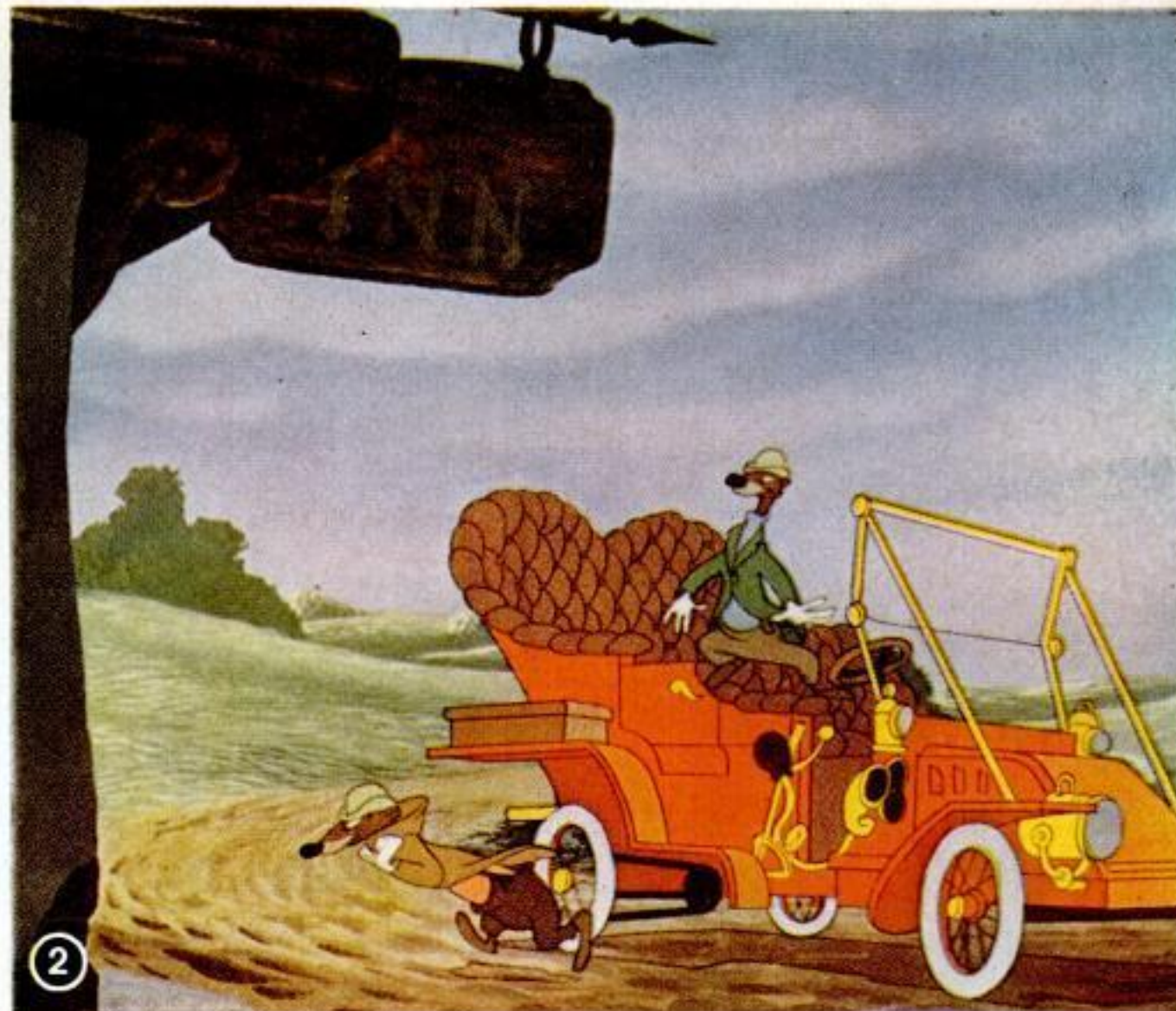
PORTRAITS HUNG IN TOAD HALL SHOW MR. TOAD IN THREE TYPICALLY FEARLESS POSES: AS A MOUNTAIN CLIMBER, A BIG-GAME HUNTER AND A SPORTING MAN ON THE RIVER

CONTINUED ON NEXT PAGE





**1**  
**OVERTURNED CART** temporarily interrupts Mr. Toad's search for "Travel! Change! Excitement!" But his mania for horse-drawn travel is replaced by a new mania for driving a sleek motor car like the one that shunted his cart off the road.



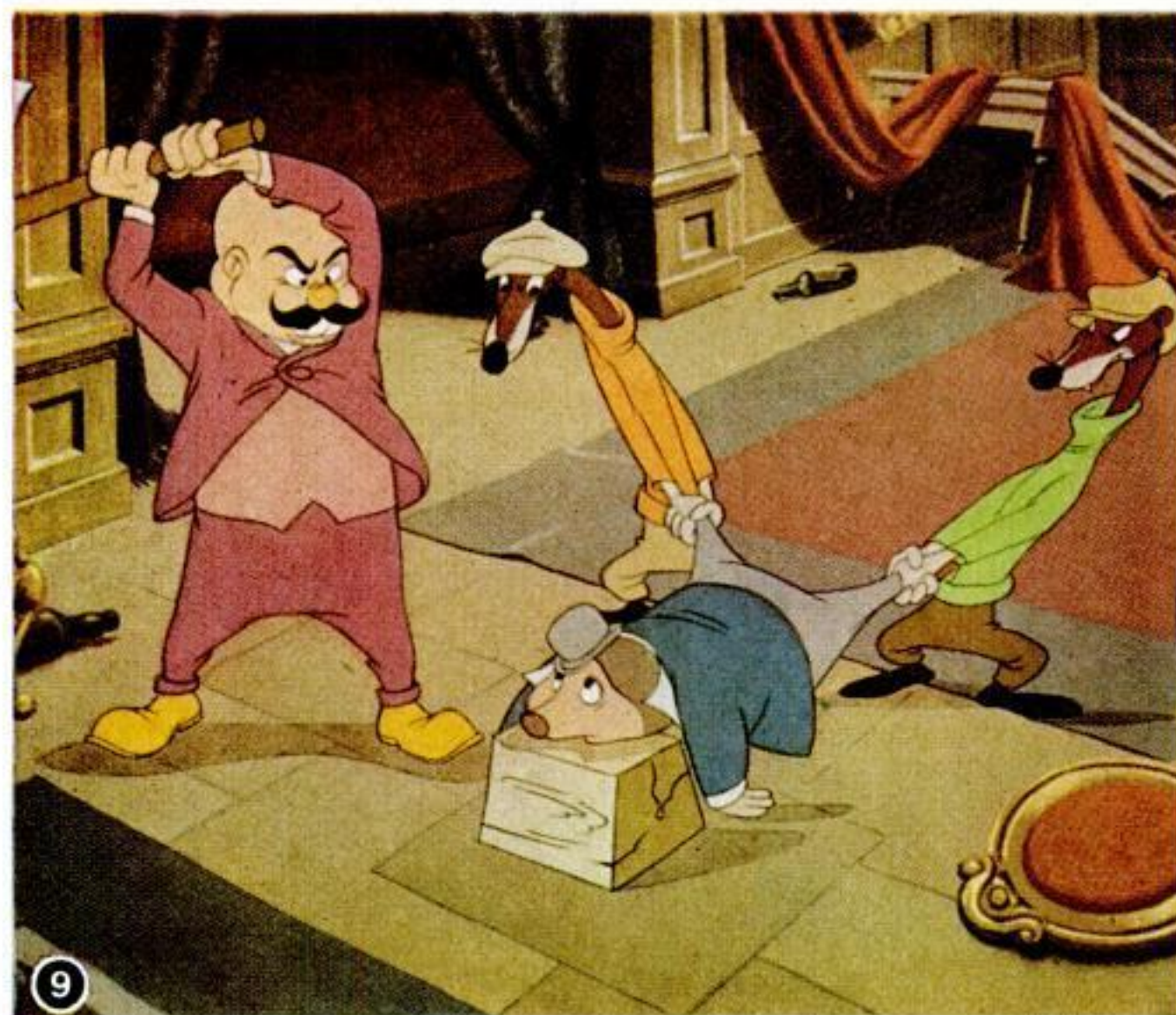
**2**  
**THE HANDSOME MOTORCAR** which so excited Mr. Toad has actually been stolen by a gang of rascally weasels. He follows them into a pub and, to get possession of the car, gives them the deed to his magnificent ancestral home, Toad Hall.



**5**  
**ON A STOLEN LOCOMOTIVE** the disguised Mr. Toad shrieks out his full joy in rapid travel as he races through the night in the direction of his native countryside. There he intends to take revenge on the malefactors who sent him to prison.



**6**  
**FROM A PURSUING LOCOMOTIVE** constables pour a steady rat-tat-tat of bullets at the fleeing Toad. Putting arms in the hands of the British police (who never carry guns) represents the movie's only sizable distortion of English life.



**9**  
**THE CAPTIVE MOLE**, held fast by two weasels, is about to feel the full weight of Winkey's wrath. But a diversion created by his friends who are fighting weasels in another part of the hall enables him to wriggle out of their grasp and flee.



**10**  
**THE RUNAWAY MOLE** finds himself target of a great mass of daggers thrown across the hall by the wicked weasels. But he manages to escape from this danger too and the four friends make good their escape from the frantic band of villains.





**IN COURT**, where Mr. Toad is accused and convicted of stealing the car, the dishonest pubkeeper Winkey is congratulated by the hoodwinked judge for his testimony. Winkey has denied that Mr. Toad ever gave him the deed to Toad Hall.



**IN PRISON** Mr. Toad receives a visit from his faithful horse Cyril, disguised as his grandmother. Cyril provides him with woman's attire, under which he can conceal his ball and chain. This fools the guards and he escapes into the night.



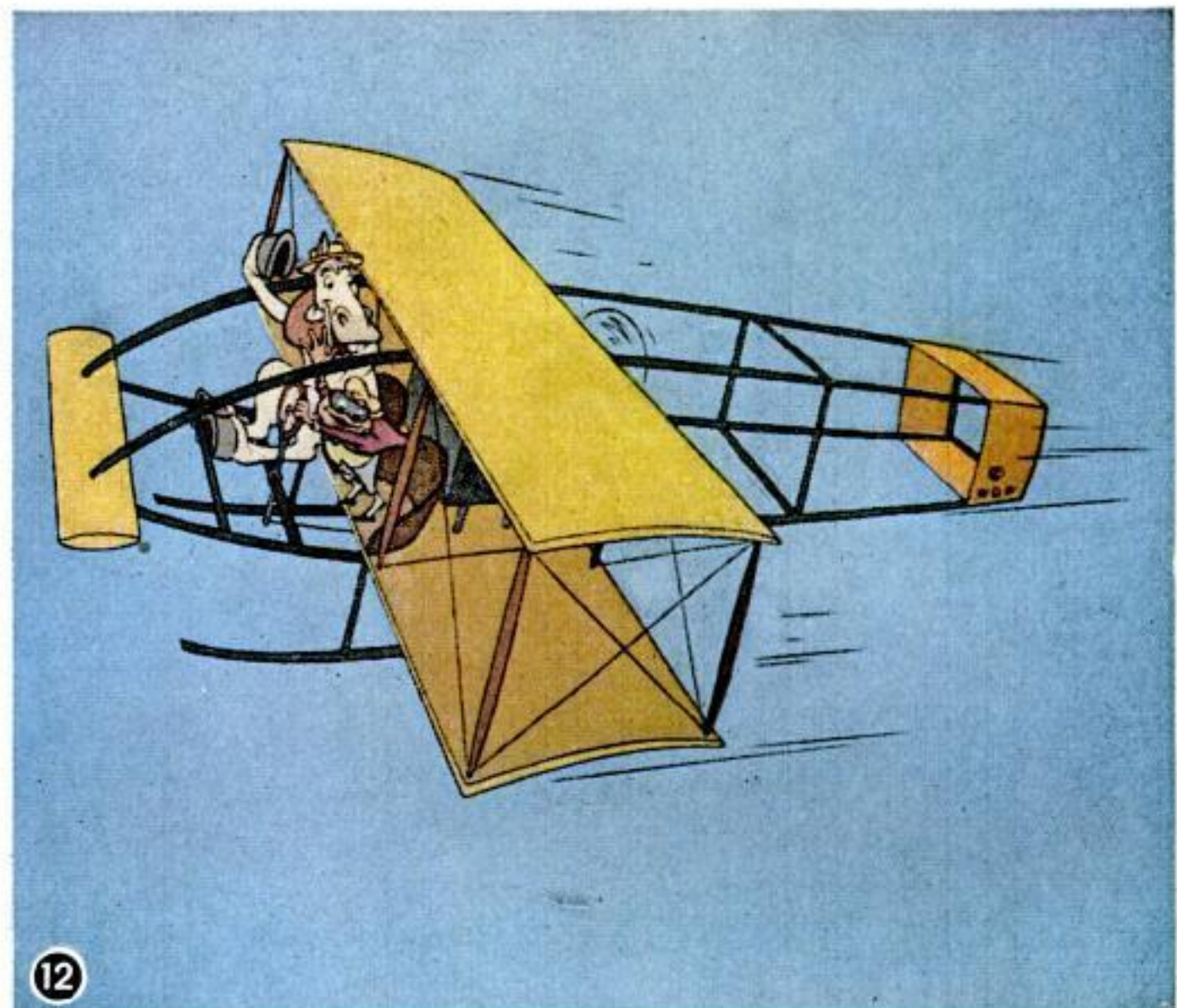
**MR. TOAD AND HIS FRIENDS**, Mole, MacBadger and Rat, reunited after the police have been shaken off, prowl through the underground passages beneath Toad Hall to surprise Winkey and the weasels who have taken over the premises.



**THE DEED TO TOAD HALL** is noiselessly retrieved from pocket of the sleeping Winkey by Mole, who has been lowered from a balcony by his friends. But a watchful weasel interrupts just as Mole is being pulled back up. Mole is captured.



**THE DEED IS DISPLAYED** by Mr. Toad himself, who grabbed hold of it during the confusion within. He can now have the real criminals put in prison and return to his former abode, where he promises to live a quieter, more sensible life.



**BUT A NEW MANIA** takes shape just as Mr. Toad's friends are congratulating themselves on his promise to quiet down. He comes swooping down on them in an early-model airplane, uttering his old warcry: "Travel! Change! Excitement!"





Enriched bread (the kind a baker bakes) makes delicious poultry dressing; provides more energy for less money than any other food you put on your holiday table.

## YOU NEED SOMETHING THAT A BAKER MAKES to make each meal complete

BREAD is such a wonderful source of body energy that *two things happen* when crisp fall weather starts:

- 1 You need even *more* bread—every day—to keep your energy up, and
- 2 Bakers and food stores everywhere join in a Bakery Foods Festival to acquaint you with the great variety of breads and other bakery foods that make eating for *energy* eating for *enjoyment* and *economy*, too!

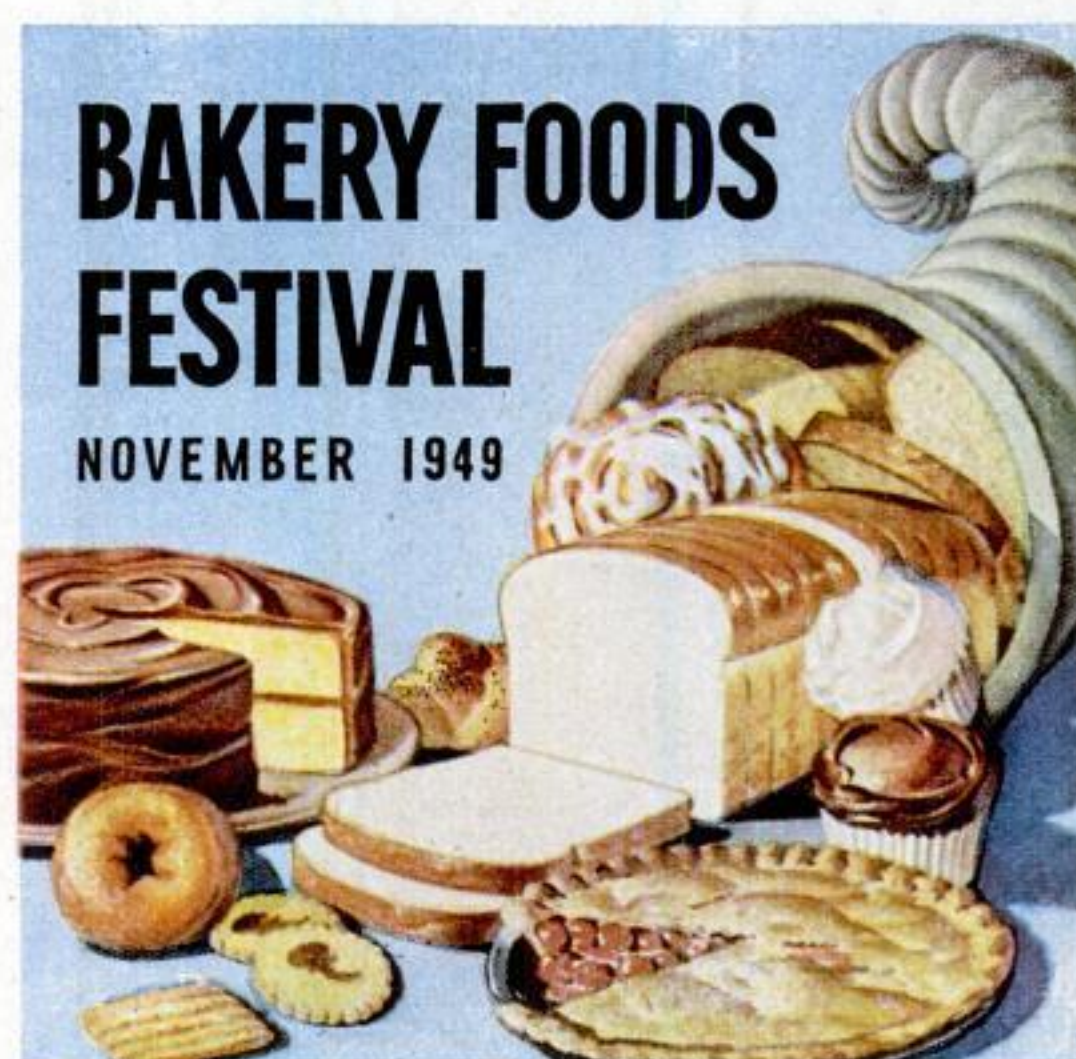
So—look for the *special displays* of the bakery foods for which you have a *special need* through the fall and winter.



**THE BAKERS OF AMERICA...** who do your baking for you with the same high quality ingredients you would use; bake fresh daily with the same care you would take.



Doughnuts, Sweet Rolls and Coffee Cake are tempting, festive breakfast treats that start your day the energy way. Enjoy them *more often* now that winter weather demands *more energy*. And to *double* your enjoyment—to treat yourself to leisure time as well as wonderfully good eating—*buy them baked!*



## BAKERY FOODS FESTIVAL

NOVEMBER 1949

See all the **varieties** of bakery foods that are being offered now—during the Bakery Foods Festival. They're wholesome, delicious, and economical.



# MR. TOAD'S CREATOR



KENNETH GRAHAME AT THE AGE OF 72

Kenneth Grahame, the creator of Mr. Toad, always regarded himself as merely a "Sunday writer." On weekdays he worked for the Bank of England. On weekends he wrote essays for the *Yellow Book* and also produced three children's books, of which *The Wind in the Willows* (Scribner's, \$2) is the last and best. Up to now its characters have been known best through the drawings of E. H. Shepard (insets this page) and Arthur Rackham. From now on they will be most widely known in the Disney portrayals.



MOLE DANCES IN SPRINGTIME

Grahame seems to have had in his own nature much in common with Mr. Toad's friends. He seems to have had the kindly aloofness associated with the redoubtable Mr. Badger, who "though he cared little about Society was rather fond of children." He also had some of the shy, fumbling tenderness of Mole, who was always trotting and scrambling his way into adventure, and who broke down and wept in anguish when he caught a passing smell of his shabby old home.

But Mr. Badger was a little gruff and used common expressions. And Mole was, after all, frightfully lower middle-class, eating in shirtsleeves and waistcoat, with plaster statues of Garibaldi and Queen Victoria in his garden, and only beer in his cellar. The character closest to Grahame's own is the Water Rat, self-reliant, thoughtful, inquisitive, who in summer scurried along the river watching the pageant of its life and in winter kept himself busy indoors with "poetry and other small domestic jobs."

A famous passage in *The Wind in the Willows* tells how Mr. Rat one restless day meets a wayfaring Sea Rat from Constantinople, who excites him to wild dreams with "wonderful talk . . . or was it speech entirely, or did it pass at times into song—chanty of the sailors weighing the dripping anchor, sonorous hum of the shrouds in a tearing North-Easter, ballad of the fisherman hauling his nets at sundown against an apricot sky, chords of guitar and mandoline from gondola or caique? Did it change into the cry of the wind, plaintive at first, angrily shrill as it freshened, rising to a tearing whistle, sinking to a musical trickle of air from the leech of the bellying sail?"



MR. RAT SITS DOWN TO WRITE

But the Water Rat, being a practical animal as well as a poet, cured his fever by writing verses and went back to his calm life by the river. Kenneth Grahame seems to have done about the same. Whatever fever he had went into his writing. In 1908 a severe illness forced him to retire from the bank and go to the country to live. Once away from the bank he never wrote another book. He spent his remaining years (he died in 1932, aged 72) in his country home in a quiet unhurried kind of life. He rarely saw his London friends but, just as Mr. Rat would have, he knew the name of every horse, pig and cow in the neighborhood.



MR. BADGER OPENS HIS DOOR

DRAWINGS COPYRIGHT, 1935, BY CHARLES SCRIBNER'S SONS

**Add New SMARTNESS to Your Wrist... DRESS-UP Your Watch... with a FLEX-LET WATCH BAND**

- Guaranteed One Year
- Almost Unbreakable
- 1/20 12K. Gold Filled Tops and Ends, Stainless Steel Backs

**Band #235**  
Beautiful, simple.  
All expansion.  
\$5.95 tax incl.

**Calvin**  
All expansion.  
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Also in stainless steel @ \$6.50.

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Thin, slim, sleek.  
All expansion.  
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Ripple end links.  
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On and off in a jiffy!  
Fit all wrists!

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NEW YORK UNIVERSITY STUDENTS TAKE NOTES DURING A LANTERN-SLIDE LECTURE BY LIGHT OF 64 TINY SPOTLIGHTS FOCUSED ON THE ARMS OF THEIR CHAIRS

## NEWEST CLASSROOM

**It has a spotlight for each desk and chalk that shines in the dark**

The darkened room above, with its strange geometric pattern of light beams fingering the darkness, is a college classroom, the most functional yet designed. It was laid out by Dr. Samuel Lutz of New York University to solve two problems which have arisen with use of motion pictures and other visual aids in education. To enable students to take notes during a lantern lecture, yet leave the room dark enough to show slides or movies, Lutz and

two graduate students built this network of overhead spotlights. The lights are pinpointed directly on the arm of each student's chair in the same way that individual reading lights are focused for airplane passengers. The second problem Lutz wanted to solve was one that plagues teachers generally—the tendency of students in darkened classrooms to catch up on their sleep. For other radical ideas in the classroom of tomorrow, turn the page.

CONTINUED ON PAGE 72





See your jeweler's Christmas showing... of five patterns in bride-beloved Community\* Silverplate. Sparkle her table... for keeps... with Community's enduring good taste, good design, Community's traditional craftsmanship, Community's heritage of correctness of weight, balance, "feel."

Dinner services for eight start at \$49.75. Wear protected for life with Community's own solid silver "Overlay"!

\*TRADEMARK OF ONEIDA LTD. COPYRIGHT 1949 ONEIDA LTD.

COMMUNITY... THE FINEST SILVERPLATE  
ONEIDA LTD..... ONEIDA, NEW YORK





# Brothers under the skin!

*They'd draw a nod of approval from any 'gator—  
these high-styled leather accessories. Fashioned  
as only SWANK knows how, in handsome alligator grain  
cowhide. The belt has a handsome gleaming  
tongue buckle. Both belt and wallet are personalized  
with a new hand-crafted pierced initial. A fine,  
expensive-looking gift, at a price you'll find  
hard to believe. Belt \$3.50. Wallet \$5.00*

Prices subject to Federal Tax



*Always look for the name SWANK on all our products*



SWANK — © Swank, Inc., Attleboro, Mass.





ABANDONING HIS CAR IN THE MIDDLE OF A TRAFFIC LANE, A TENSE CALIFORNIA HUNTER WARILY APPROACHES TO WITHIN A FEW RIFLE LENGTHS OF THE DEER

# PHONY DEER FOOLS HUNTERS

**Eager Westerners pour hundreds of bullets into a well-stuffed buck**

For some years Marine Major George Gilliland of Long Beach, Calif. has entertained a cynical belief that deer hunters will shoot at anything, living or dead, and investigate later. When the deer season opened recently he devised a simple way of testing this opinion. Accompanied by LIFE Photographer Loomis Dean and a stuffed eight-point buck with gentle eyes of glass, he drove up into the Sierras near the Nevada line. In a matter of minutes an excited motorist was stalking the stalk-still deer (*above*). Soon it seemed that every motorist

was carrying a rifle just in case. Some were embarrassed when they recognized the deception, others were angry; but many of them had a good laugh when Major Gilliland came out from his place of hiding and awarded each a cigar (*right*). One man kept firing fiercely until he was only five feet from the target. The results were the same when the experiment was repeated near St. George, Utah a few days later. In its two ventures as a decoy the buck was hit by some 400 bullets (*next page*), lost both eyes and confirmed Gilliland's worst beliefs.



**FLUSTERED HUNTER** accepts a cigar from Marine Major Gilliland, who watched attack from nearby hill.



*Have you a friendly face?*



Enjoy good fellowship?  
Double your enjoyment!  
Ask for this "Double-Rich"  
Kentucky whiskey today.  
Say "Make mine Cream!"



**KENTUCKY WHISKEY-A BLEND**

86 Proof, 70% Grain Neutral Spirits. Copr. 1949,  
Schenley Distillers Inc., Frankfort, Ky.

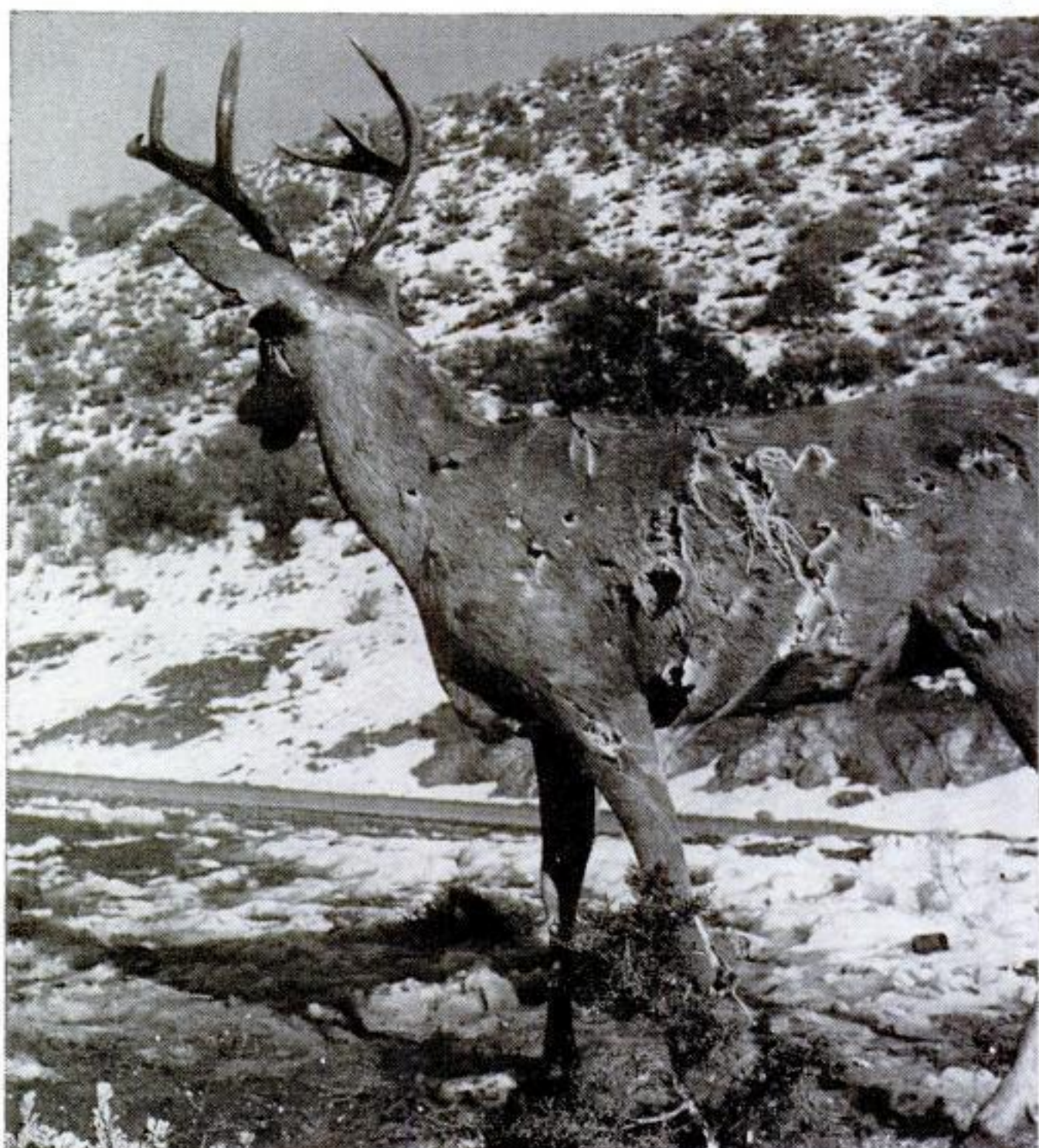
## Deer Hunt CONTINUED



**A MIGHTY ASSAULT** on the stuffed buck is launched by two men and two women who stopped as soon as they glimpsed dummy and quickly opened fire.



**A NIGHT ATTACK** is attempted by a motorist who fires rifle over the open door of automobile. Actually it is against the law to shoot deer from highways.

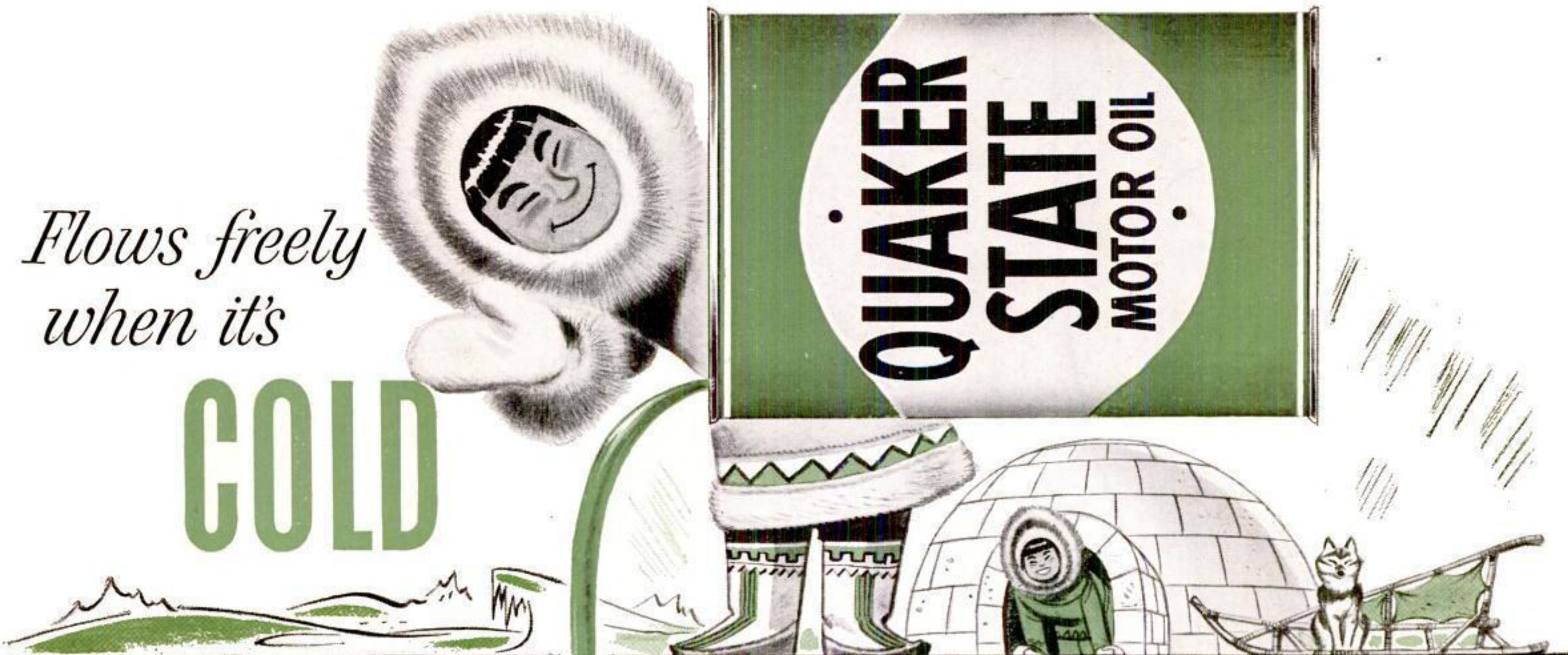


**THE TATTERED BUCK** still drew fire late on the second day of the experiment despite holes in his hide and the fact that one hoof had been shot away.



*Flows freely  
when it's*

**COLD**



*Protects fully  
when it's*

**HOT**



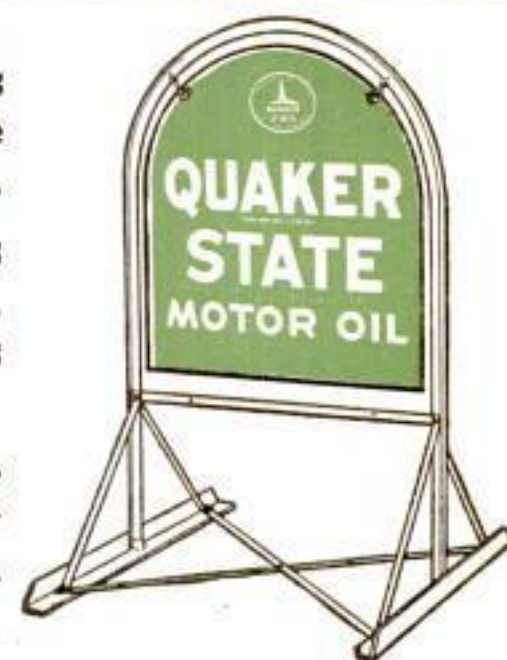
*and the time to  
get Quaker State is*

**NOW**

**E**VEN in zero weather, your car's engine gets about as hot as it does in midsummer. That's the reason we make Quaker State Cold-Test the *dual purpose* motor oil.

Quaker State Cold-Test Motor Oil flows freely... helps the engine start quickly... no matter how cold it is. Then, when the engine warms up, Quaker State Cold-Test stays on the job without excessive evaporating or burning.

Quaker State Cold-Test is made from 100% pure Pennsylvania grade crude oil, world's finest, and it's refined by the world's most advanced methods—a combination which can only result in the world's finest motor oil.



QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA. • MEMBER PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION

40¢ per U. S. Quart including  
Federal Lubricating Oil Tax





**GILES HEALEY** (*above*) stands before a monument of Maya carvings found at Bonampak. At right is Caranza, one of some 200 Lacandons left, who, in exchange for a gun, guided Healey to his discovery.

**FRONT ENTRANCE** of the temple (*below*), after the jungle had been cleared, revealed three doorways surmounted by heavy stone lintels carved with figures of Maya warriors holding their prisoners of war.



# MAYA MURALS

## GREAT DISCOVERY SHEDS LIGHT ON CULTURE OF ANCIENT RACE

In the winter of 1946 a photographer named Giles Healey was commissioned by the United Fruit Company to make a documentary film of the Lacandon Indians, a vanishing Central American tribe and last descendants of the glittering Maya civilization of 12 centuries ago. Healey persuaded the Lacandons to take him deep into their country (*below*), where few white men had ever ventured before. In April 1946 he stumbled upon the ruins of a Maya city. Still standing was a temple (*lower left*) virtually lost in the trees and thickets that had grown through its crumbling masonry. Healey forced his way into it, routed out a swarm of bats and a puma, and suddenly came face to face with a series of murals covering the walls of three narrow high-vaulted rooms. Coated by calcium slime that had dropped on them for centuries, the paintings were extraordinarily well preserved.

A year later Healey went back to the site (now called Bonampak), this time with a staff of archaeologists and artists. Working under auspices of the Carnegie Institution, United Fruit and the Mexican government, the artists spent 12 weeks copying the murals in the temple. Kerosene temporarily neutralized the calcium deposits and brought out the colors in their full and remarkable brilliance. On these pages *LIFE* reproduces some of the paintings as copied by the artists. Considered to be as fine as the famous wall decorations of the early Egyptians, the murals constitute one of the most important discoveries in the long history of Maya research. Done during the earliest Maya empire (320-987 A.D.) and 700 years before the final disintegration of the Maya civilization, they reveal fashions of dress and warlike habits of which the most highly informed scholars never dreamed.



**BONAMPAK** is in virtually unexplored Chiapas, southernmost state of Mexico. The glory of the Maya reached its peak in Chiapas and north on the Yucatan peninsula, where other ruins have been found.



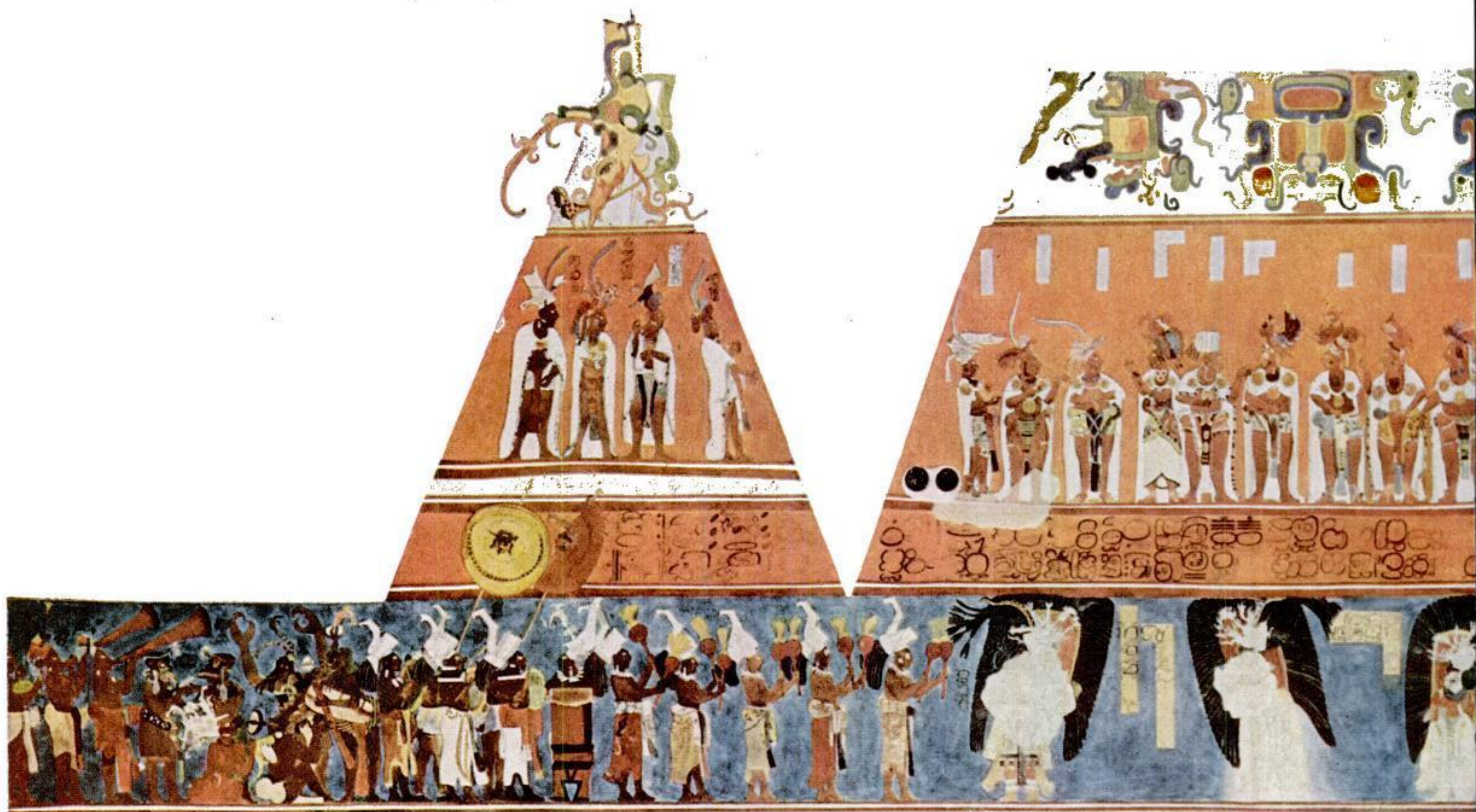


**DRESSING A HIGH PRIEST** was an elaborate ritual among the early Maya, because the priests were at the very top of Maya society. Until the discovery of the Bonampak frescoes, there was no clear record of how they dressed. In this detail from the mural which is shown in full on the next two pages a priest is por-

trayed wearing a magnificently embroidered skirt made in part from the black-dotted hide of a jaguar, a jade necklace, jade ear discs and a tremendous head-dress plumed with the tail feathers of a quetzal bird. One servant (*left*) is fastidiously adjusting the priest's bracelet, while another (*right*) paints his skin red.

CONTINUED ON NEXT PAGE





**SCENES OF A GREAT PROCESSION**, covering four walls of one room in the Bonampak temple, display the Maya love of pomp and pageantry. The irregular shape of the fresco is due to the fact that the room is vaulted, the triangular and quadrangular pieces coming together at the top of the vault. The reasons that the

Maya staged these colorful processions are not known for sure. They may have held them in honor of their gods which symbolized fertility and the good and evil forces of nature. Or they may have put them on merely to impress the common people with the splendor and the power of the priesthood. In this mural three high



**TRUMPETERS AND MASKED MEN**, a detail from the lower left section of the mural at the top of the page, impart a feeling of savage religious frenzy to the Maya procession. These horrible figures are new to the scholars who think they represent Maya gods or demons. One, which may symbolize a water spirit,

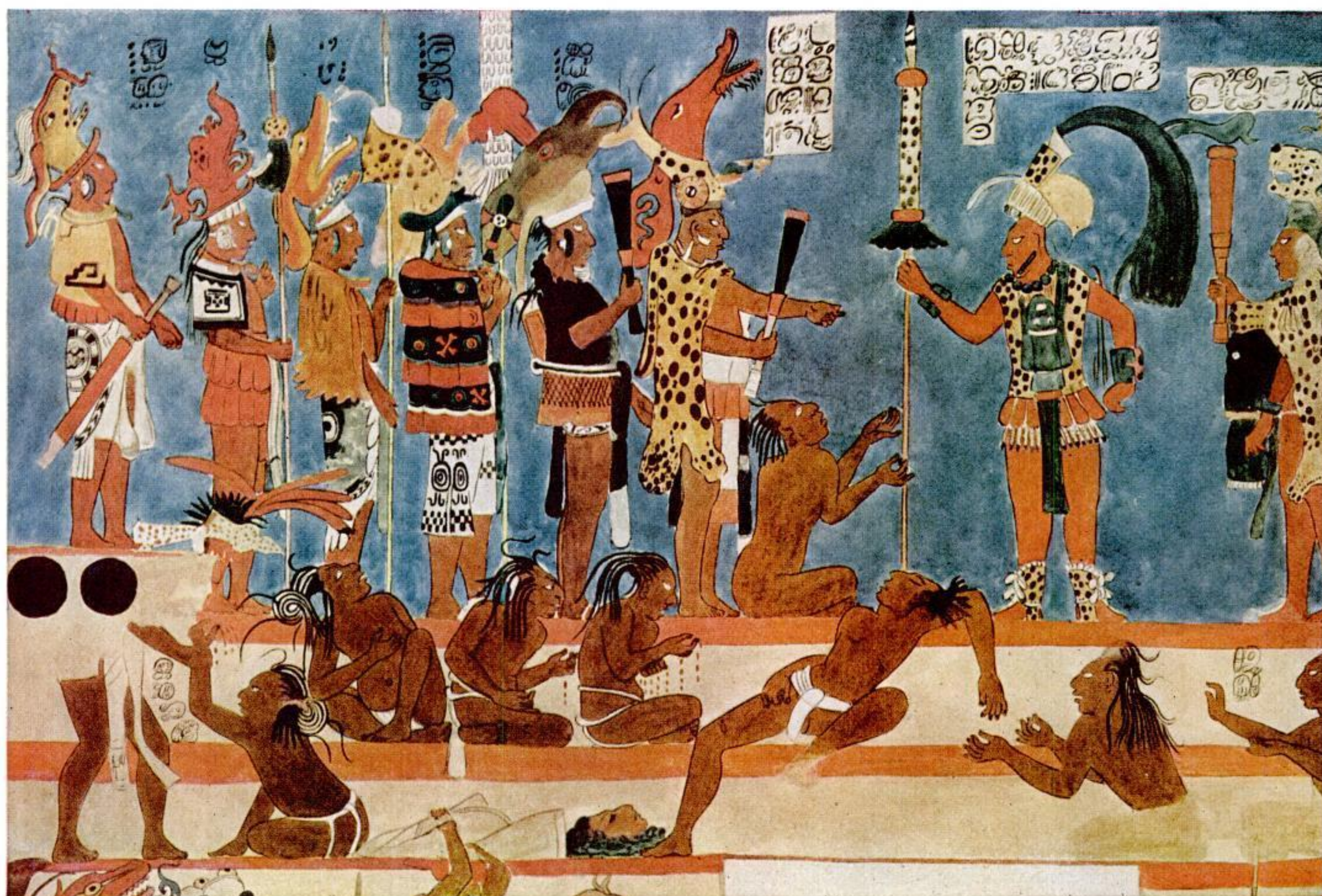
wears the claws of a crab, while another, at the lower right, is masked in a glutinous-looking alligator's head. The immense trumpets in the scene were made out of some material that has long since rotted away—probably hollowed-out wood—since excavations have never unearthed any Maya instrument like them.





priests are standing in the center, as the procession is advancing toward them from both sides. Directly above them noble spectators are excitedly discussing the event, while a servant holds up a child so that he can see over the heads of the crowd. The processioners at the far lower left are blowing trumpets, beating drums

made of tortoise shells and rhythmically shaking gourd rattles. In the panel at the far right are priests being robed (shown in detail on preceding page). The extreme left figure in the right-hand panel is a servant who, fearfully looking back at the priest whom he has been dressing, is hustling upstairs to repair a faulty headdress.



**TORTURE OF PRISONERS** is graphically illustrated in this detail from another mural in the temple and permanently shatters the belief scholars have held for years that the Maya were a gentle and peaceful race. At lower left a figure (partially destroyed) holds the hand of a bleeding captive he has just stabbed. Three

other bleeding captives crouch on the steps. Another is sprawled out dead and mutilated and the severed head of still another lies at his feet. In the center, a squatting prisoner is desperately pleading for his life to a judge, while behind him stands a cruel-looking warrior apparently waiting to dispatch him with a club.

CONTINUED ON NEXT PAGE





**FIGHTING MAYA SPEARMEN**, from a battle scene, definitely establishes the fact that the Maya were as warlike as any of the pre-Columbian Indians. Here a group of warriors is shown capturing its foes alive in the jungle and dragging them away by the hair for sacrifice, just as the Aztecs did five centuries later. The

Maya at left wears a grinning death's-head helmet while the one at right, who has seized the hair of his victim, wears a fierce jaguar's head which in tribal lore symbolizes the spirit of destruction. The Maya wore these headdresses into battle to terrify their enemies. In the upper left a trumpeter blows the call of victory.





*His baby comfort depends on your gentle care*

## Take special care of his thinner skin



**You use the softest** baby blanket—and keep it cuddly soft. And you take pains to change him frequently, to keep him comfy and dry all through the day. His skin is so sensitive even the tiniest harshness might irritate it. Your baby's skin really is thinner than yours, you know. Skin studies show it would chafe, be "hurt" more easily.



**All through babyhood**, he needs your gentle care to protect his thinner skin from harm. One comfort you can provide him is a bathroom tissue with three important "tender skin" qualities. Gentle softness you can trust not to chafe. Clean, quick absorbency for instant cleansing. And exactly the right strength to resist tearing or shredding.



**More mothers every day** are finding this ideal combination of "tender skin" qualities in Scott Tissue. Scott Tissue touches baby's tender skin with "old linen" softness. Up to six months, try cushioning his diapers with 20 or more sheets of fluffed up Scott Tissue. Just flush away the soiled tissue. Saves diapers and baby will be delighted.

Trade Marks "Scott Tissue," "Soft as old linen" Reg. U. S. Pat. Off.

## SCOTTISSUE IS SOFT AS OLD LINEN



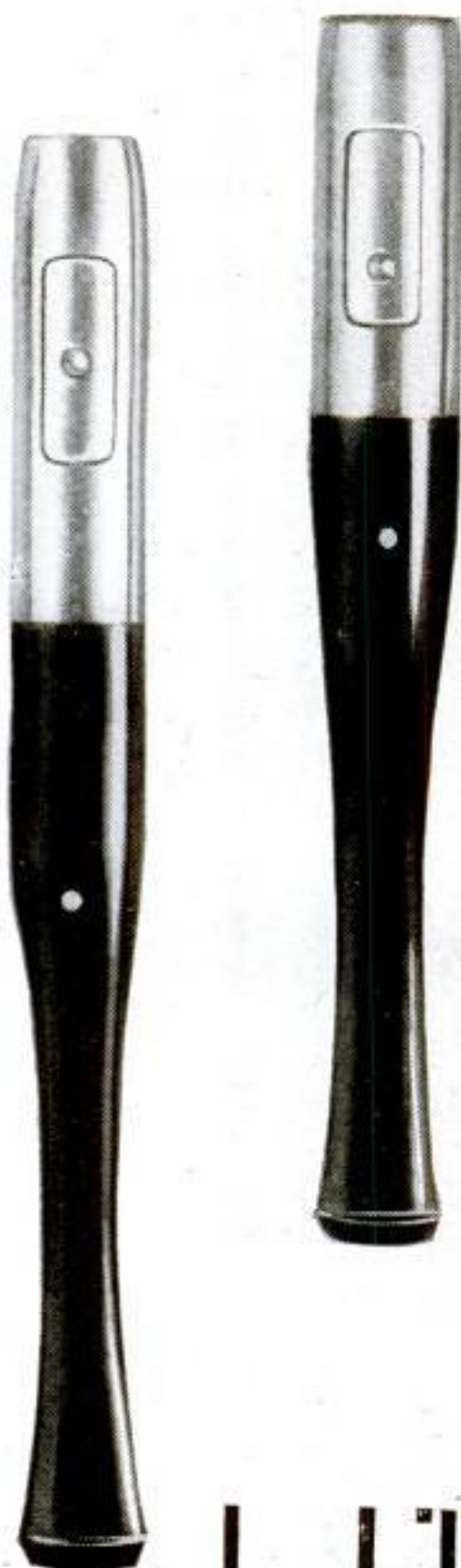
makes ANY  
cigarette  
less irritating!



Many doctors recommend this crystal filter cigarette holder to reduce nose and throat irritation

**Before use:**  
Crystal filter is pure white

**After use:**  
Filter turns dark as it traps nicotine and tars.



Like millions of Denicotea users—you can really *do* something about nicotine and throat irritants—*no matter what cigarette you smoke!*

Nothing in the world filters tobacco smoke like Denicotea. You can *see* the evidence in the *blackened Denicotea filter*. The irritants trapped in that filter would have reached your nose, throat... and lungs!

Your mouth feels fresher with Denicotea. The smoke is cleaner, cooler. You'll appreciate the difference *immediately!*  
At tobacco counters everywhere.

Lady Denicotea long, slim, with gold tone ejector, \$3.50

Denicotea holder with aluminum ejector, \$2.00



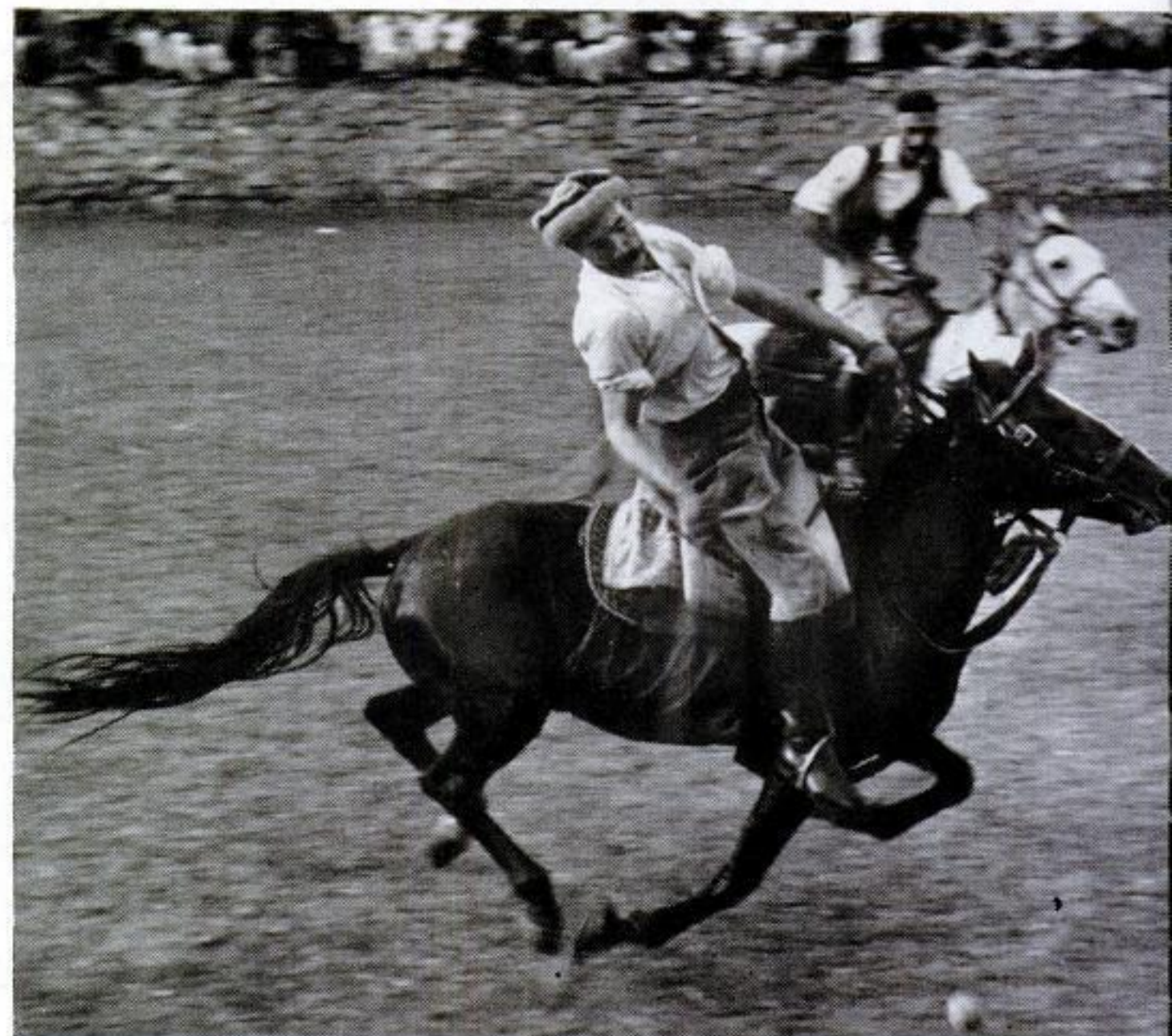
Showing position of Denicotea crystal filter

dunhill

**DE-NICOTEA**  
Crystal Filter Cigarette Holder

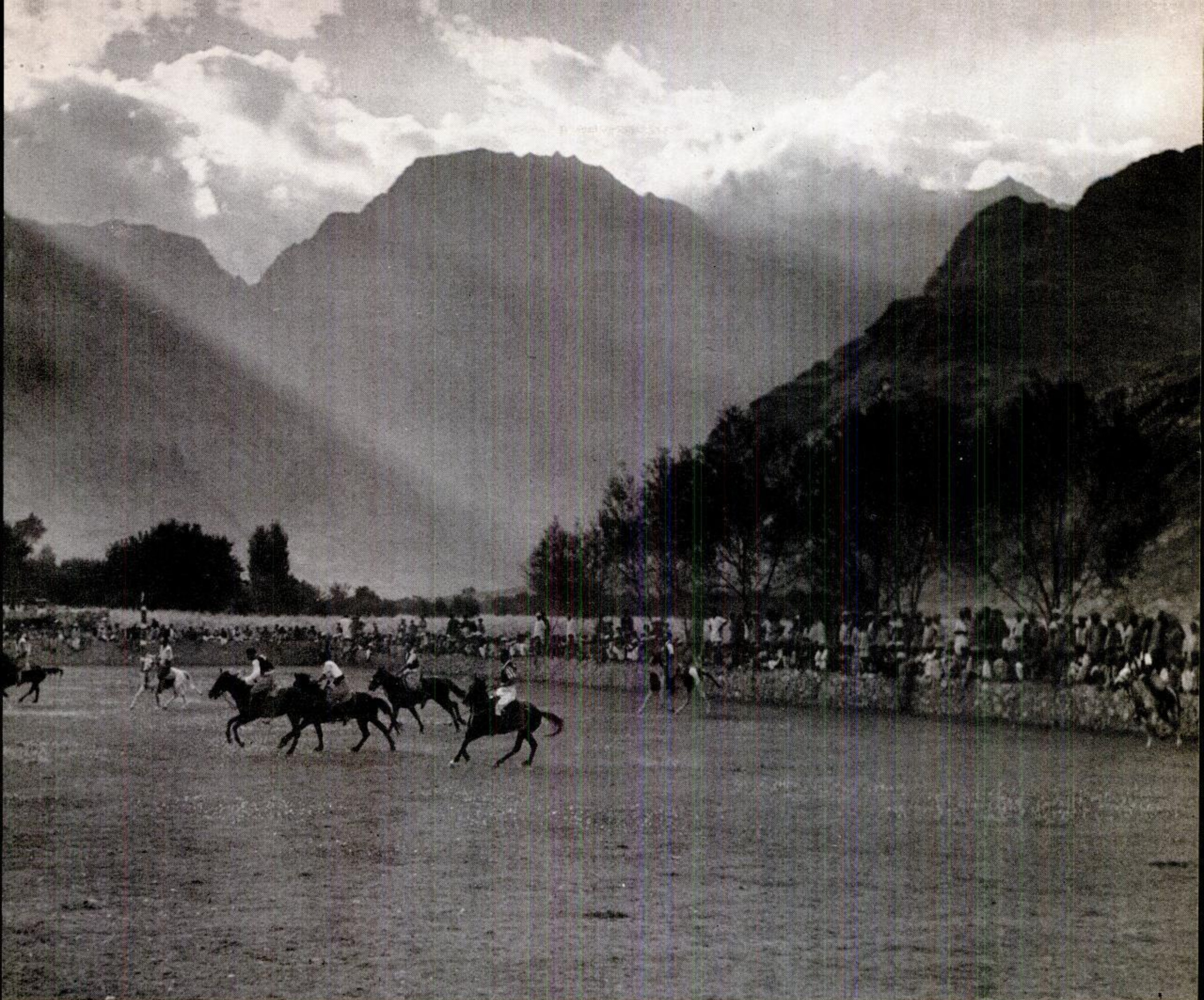


UNDER GILGIT'S TOWERING PEAKS, HARD-RIDING POLO TEAMS PLAY



**GALLOPING RAJA** of Yasin swings at the polo ball after tossing it into the air at dead run—a maneuver known as *tombuk*. His team won, 9 to 3.





BEFORE A CROWD ASSEMBLED IN HONOR OF PAKISTAN'S PREMIER. POLO RULES HERE LET PLAYERS HOLD AND RIDE WITH THE BALL IF THEY CATCH IT IN AIR

# NEHRU'S RIVAL ON TOUR

## Premier of Pakistan sees polo, plays politics

This fall, while all American eyes were turned toward India's visiting Pandit Nehru, Liaquat Ali Khan, successor to Mohammed Ali Jinnah and premier of the rival state of Pakistan, also decided to travel. At Karachi he boarded his private transport plane and flew four hours north-eastward into the mountain-ringed city of Gilgit. There he received a welcome more athletic if not more heartwarming than Nehru's in America. Gilgit paraded him through the streets in a flower-bedecked jeep and treated him to the fast, rough brand of polo that the rajas of Gilgit have perfected over centuries in their mountain valleys.

The reason for Liaquat's interest in Gilgit was political. Once a British outpost, Gilgit (a province as well as a city) lies just north of Kashmir, just east of Afghanistan, just west of Tibet, just south of Russia. In the bloody partition of India in 1947, Nehru's government claimed Gilgit along with Kashmir. But the Moslems of Gilgit threw Nehru's Indian officials into jail and asked Pakistan to take over. Lately Gilgit's sturdy people have criticized the carpetbagging antics of some of the politicians sent up from Pakistan's capital at Karachi. The prime minister decided to investigate personally. Before he flew home again, he cooled some critics by promising Gilgit, among other things, a new high school.



**THE BIG PARADE** through Gilgit gives Liaquat Ali Khan (behind windshield) a jeep ride. The mustachioed driver is Sardar Mohammed Alam, Pakistan's administrator in Gilgit.





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**\$1.50**

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Gilgit CONTINUED



**THE NONO OF SPITI** leans on his delicate fingers at garden party for Liaquat Ali Khan. A Buddhist, he rules the valley of Spiti in Punjab province.

## A LAND OF SIRS, MIRS AND NONOS

Those who greeted Liaquat Ali Khan in Gilgit included a small army of princely figures bearing such titles as nono, mir, plain sir and raja. Between the airport and the city the prime minister had an escort of 15 rajas who had ridden their best horses over mountain trails to do him honor. The jovial Mir of Hunza decorated him with a flower necklace. The brightly robed Nono of Spiti (*above*) looked boyishly uncomfortable at a party. As under British rule, they still run their own semi-autonomous states but now are oriented towards Pakistan. Liaquat Ali Khan, aware of their great political influence among people of swiftly shifting affections, was glad to see them acting as friends and allies.



**FOUR PRINCES** sit side by side during the premier's speech. Nearest camera is polo-playing Raja of Yasin, with Rajas of Gupis and Punyal, Mir of Nagar.



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is a booklet your little girl will love, and so will you. If the store doesn't have it, just fill out and mail this coupon with 10¢.

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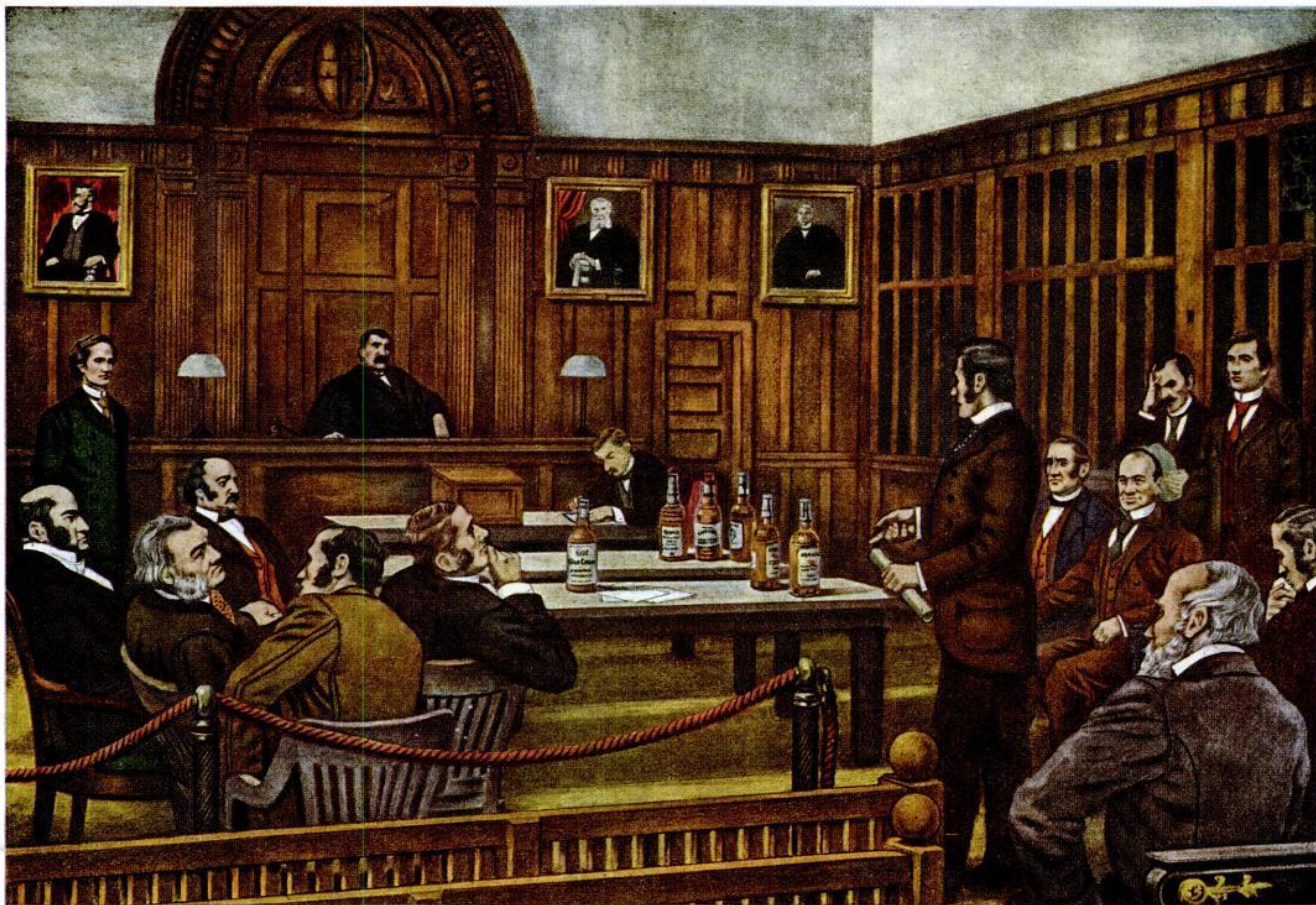
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## THE COURT RULES AGAIN IN FAVOR OF OLD CROW

During the first century of its distinguished history, some 1800 writs, summonses, and desists were circulated to prevent the imitation of the Old Crow name and label.

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The name and label of Col. Crow were imitated but, as discriminating drinkers staunchly maintained, the singular goodness of Col. Crow's whiskey could not be duplicated. Today, as a century ago, exacting men still agree that Old Crow is a whiskey without a counterpart. Have you tried it — recently?

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DEAD TIRED AND DIRTY AFTER DAYS OF BATTLE IN FOG, "BATTLEGROUND'S" TOUGH SERGEANT BLINKS AT THE SUN WHICH BRINGS PROMISE OF AIRBORNE SUPPORT

MOVIE OF THE WEEK:

## BATTLEGROUND

A platoon of riflemen from M-G-M  
relives the heroic days of Bastogne

No battle of World War II has a more legendary quality for Americans than Bastogne, when, during the Battle of the Bulge, American foot soldiers stopped the Nazi tanks in the terrible Christmas season of 1944, and where an enemy surrender demand received a one-word reply officially transcribed as "Nuts!" Now Producer Dore Schary has put a platoon of M-G-M's most promising young males into *Battleground*, a film about, and dedicated to, "the Battered Bastards of Bastogne." Under the relentless direction of William Wellman, who made his cast hike, sweat and roll in the mud

like real soldiers, they get a weary, dejected reality into their parts, none more so than the scarecrow of a sergeant (*above*), played by James Whitmore.

*Battleground* follows some riflemen from an airborne division into battle, where they have to fight knee-deep in snow, fogbound, surrounded by an enemy whose white-robed patrols loom up like ghosts to attack them. Cynical and sentimental by turns, the movie is most successful when it is re-creating the discomforts, gripes, fears, heroism and sudden death that made up the world for the ordinary soldier of the last—or any other—war.

CONTINUED ON NEXT PAGE 91



**new!** for the first time in your life  
a shirt with a soft collar that

**won't  
wrinkle  
...ever**



**two new collar models!** Wide-spread (above) and Regular-length (below)  
Wide-spread CENTURY 200 (\$3.95); CENTURY 500 (\$4.95).



**perspiration won't wilt it!**  
Imagine a shirt with a collar soft and comfortable as a fine linen handkerchief... yet neat, wrinkle-free all day long and longer—*without starch or stays!* It's the new Van Heusen CENTURY!



**work won't wrinkle it!**  
Not fused, not stitched—this can't-be-copied collar is *woven* in one piece. Points refuse to—*can't*—curl up. Even the super-smooth fold line is *woven in* by a new exclusive, patented process.



**laundering won't hurt it!**  
You can't even *iron* wrinkles into the new Van Heusen CENTURY. And no starch, less ironing means more comfort, longer wear. The Regular collar, above, is CENTURY 100 (\$3.95) or 400 (\$4.95).

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**Van Heusen** REG. T. M. shirts  
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"Battleground" CONTINUED

## ACTORS HAVE THE BATTERED LOOK



### THE WISE GUY WHO KNOWS ALL THE ANSWERS

Van Johnson, playing his first serious dramatic role with unexpected virtuosity, is a bright young man who knows all the answers and can even find his way to fresh eggs and pretty French girls in the middle of the general devastation.



### THE MAN WHO NEVER SAW SNOW

Ricardo Montalban (*cover*), also in his first straight dramatic role in Hollywood, plays a Mexican boy from California who had never seen snow before and finds brief fun in throwing snowballs around before he is killed in action.



### THE GOLDBRICK WHO LOSES HIS TEETH

Douglas Fowley plays a mean-tempered, uncooperative, toothless goldbrick who loses his false teeth so that he will be sent to the rear, finds them immediately when he discovers the platoon is cut off and he will have to fight anyway.



## OF "THE BASTARDS OF BASTOGNE"



### THE CYNIC WHO IS SORRY HE ENLISTED

John Hodiak plays a discontented newspaperman whose enthusiastic articles about the war finally persuaded him to give up his job and enlist. All through the battle he keeps griping that he never should have believed what he wrote.



### THE DISCHARGED FATHER WHO CAN'T GET HOME

George Murphy abandons his customary song-and-dance role to play a battle-weary father whose discharge papers arrive in the middle of the battle, when he cannot get out because the advancing Germans have surrounded his unit.

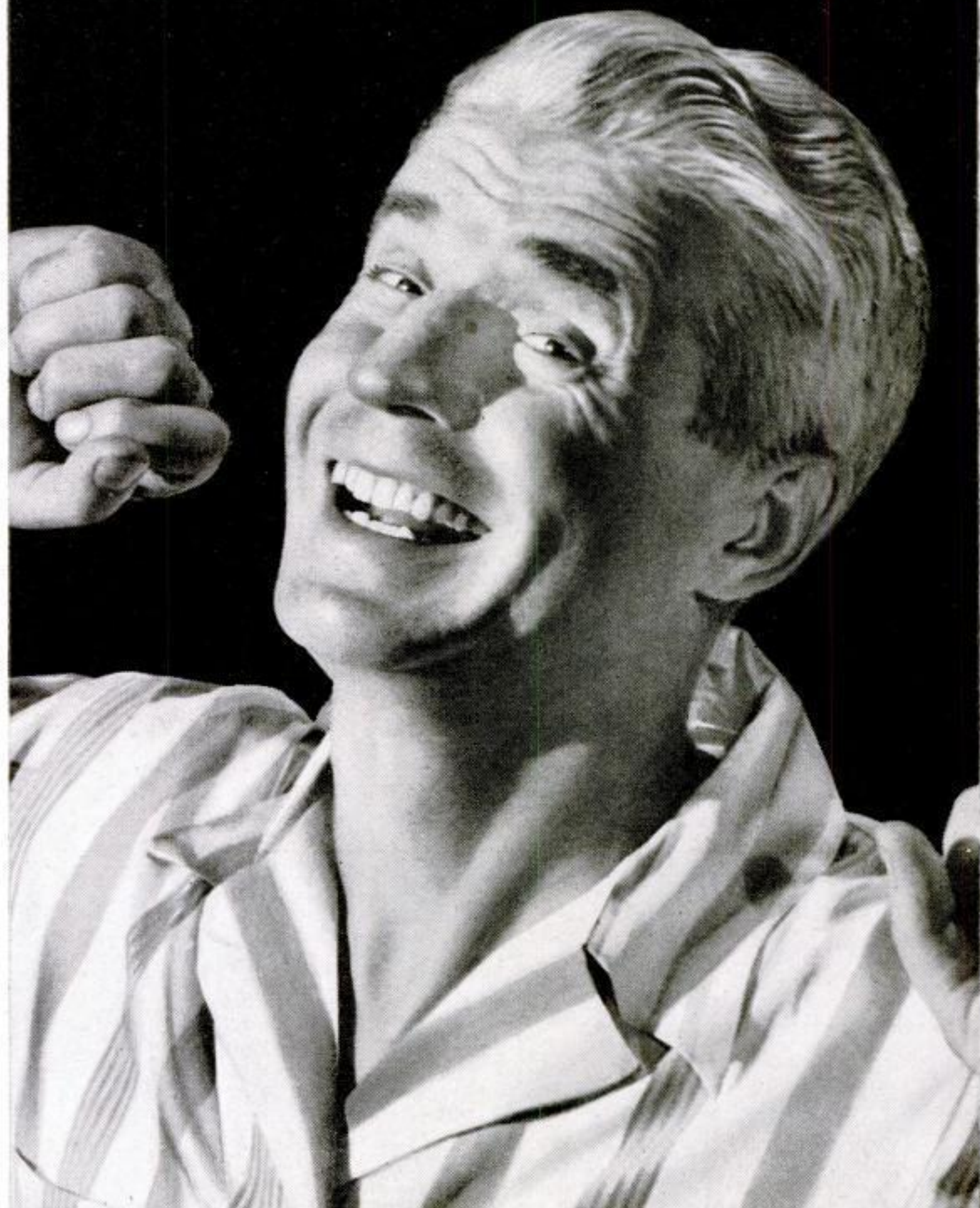


### THE HILLBILLY WHO HATES TO WEAR SHOES

Jerome Courtland plays Abner, an awkward, bighearted mountain boy who is never comfortable in his hated GI boots and drives everybody else mad by endlessly repeating his favorite affirmative, "That's fer sure, fer danged sure."

CONTINUED ON NEXT PAGE

## FRESH AND CHEERY IN THE MORNING?



### TRY THIS DRUGLESS WAY- FOR SOUND REFRESHING SLEEP

Sound, *natural* sleep is the only kind that counts if you want to wake up rested in the morning. That is why Ovaltine is recognized in many countries throughout the world as the ideal sleeping aid.

Ovaltine contains absolutely no drugs. It acts in an entirely *natural* way. Taken as a soothing hot drink at bedtime, it helps to break down nervous tensions built up during the day—induces relaxation and sleep.

Moreover, Ovaltine contains a wide scope of important food ele-

ments. Equally important, Ovaltine has been processed in such a way that it is digested and absorbed very readily *even as you sleep*—and thus helps to replace and rebuild worn-out body tissue.

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You can tell in three nights whether Ovaltine will help you in your situation. Just purchase a small-size jar for a trial. You will find it inexpensive. Remember that Ovaltine is not habit-forming, but it may be a very good habit to form.



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CHOCOLATE FLAVORED





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Get a 25¢ Box Today!



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TOMORROW ALL RIGHT"

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THE NATION SAYS

# Jayson

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## SHIRTS · SPORTWEAR · PAJAMAS

"Battleground" CONTINUED

## MONTALBAN CHANGES PERSONALITY



**THE OLD MONTALBAN** was a dapper, dancing Latin who made love in a hackneyed south-of-the-border style to Esther Williams in such Technicolor M-G-M musicals as *On an Island With You* (above) and *Neptune's Daughter*.



**THE NEW MONTALBAN**, who appears in *Battleground*, appears also in *Border Incident*. Here (center), as a Mexican officer investigating smuggling of laborers, he is a new kind of romantic movie hero: honest, serious, brave.



**THE REAL-LIFE MONTALBAN** relaxes at home in the Westwood section of Los Angeles with his wife Georgiana and children, Mark, 2½, Anita, seven months, and Laura, 4. Mrs. Montalban is a painter and Loretta Young's sister.





Raleigh, pattern RH 3, scroll leaf design in Apple Green.

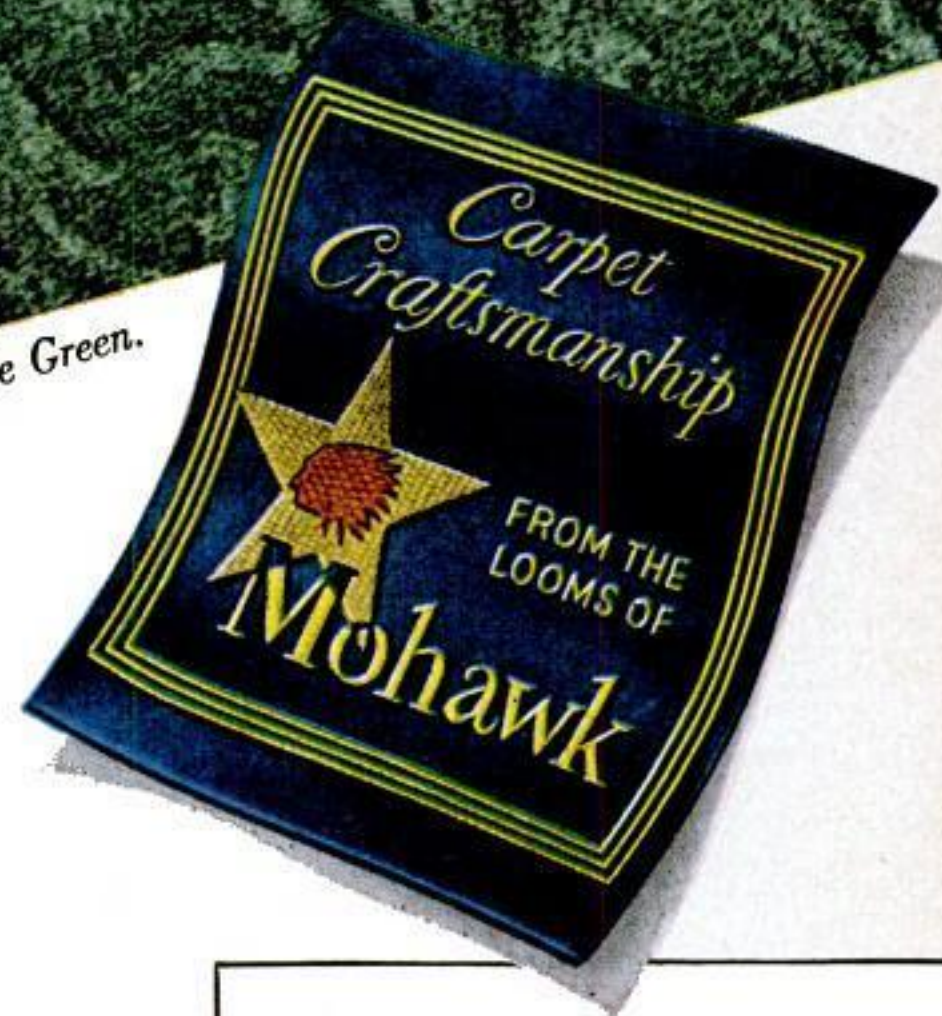


Photo by Peaty

... *Lived happily ever after*

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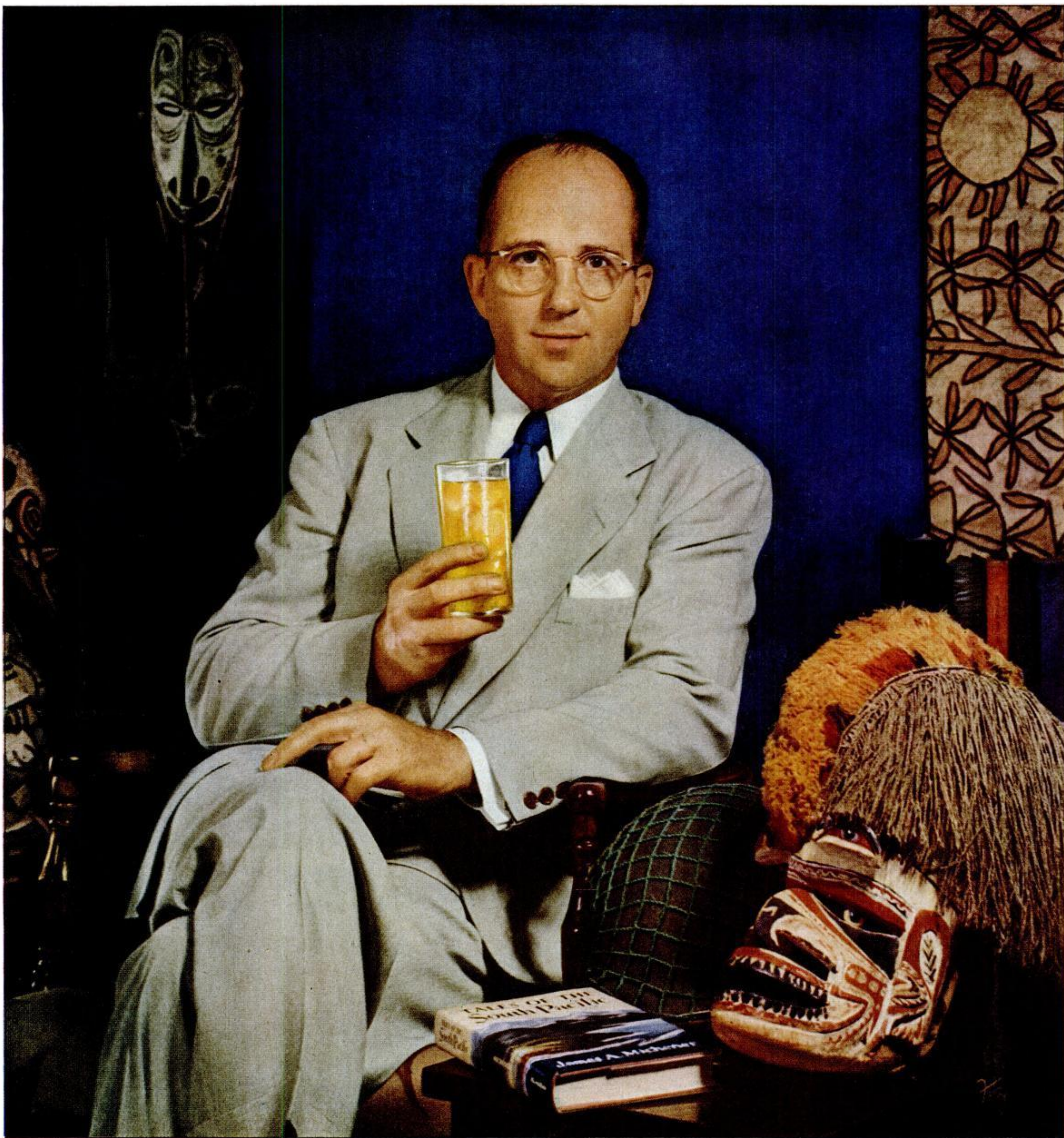
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MR. JAMES MICHENER, distinguished author, was awarded the 1948 Pulitzer Prize in Letters for his "Tales of the South Pacific"—from which the current Broadway musical success has been adapted.

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Men of Distinction, characteristically men of moderation, prefer a luxurious whiskey in their occasional drink. Lord Calvert—so rare...so smooth...so mellow...*so distinctively light*—meets their exacting requirements. Yet, Lord Calvert costs little more than popular-priced brands. If you haven't already discovered Lord Calvert, try it next time you order.

LORD CALVERT IS A CUSTOM BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., NEW YORK CITY



# A NEW EVANGELIST ARISES



## BILLY GRAHAM HOLDS A REVIVAL IN LOS ANGELES AND CONVERTS 6,000 OF HIS 300,000 LISTENERS

In Los Angeles last week an energetic young evangelist named Billy Graham wound up the biggest religious revival the city had seen since the death of Aimee Semple McPherson. In seven weeks more than 300,000 people had come to hear Graham, and 6,000 of them had stayed after the services to be converted.

A Baptist and president of Minneapolis' Northwestern Schools (theology and liberal arts), Graham was invited to Los Angeles by a group of ministers and businessmen which calls itself "Christ for Greater Los Angeles, Inc." Its motto: "Don't let the 'City of the Angels' go to the devil." At first the going was slow. Though loud-voiced and powerfully persuasive, Graham frowned on flashy, crowd-drawing showmanship. But Jane Russell sent a message: "It looks like Billy Graham has started a worldwide revival. Praise the Lord!" And when the news got out that a henchman of Gangster Micky Cohen, a cowboy singer and Track Champion Louis Zamperini (*p. 100*) had been converted, Graham's 6,000-seat tent was filled to overflowing.

For half an hour before each service the crowds sang revival hymns. Then Graham fastened on his lapel microphone and stalked vigorously about the stage for an hour of fervent, Scripture-spiced preaching: "Sure there is pleasure in sin. But way down deep there is dissatisfaction. The soul will find no rest outside of God. The Lord Jesus Christ doesn't want you to spend your life in Hell. The lost souls in Hell don't want you there either (Luke 16:28: Won't you let Lazarus go and tell them not to come to this place?). . . . One person wants you to be lost. You know who it is—the devil. Shall we pray?"

**WIRED FOR SOUND**, Billy Graham has electric line running beneath his coat to a microphone attached to his lapel. This enables him to move and gesture at will.



You're

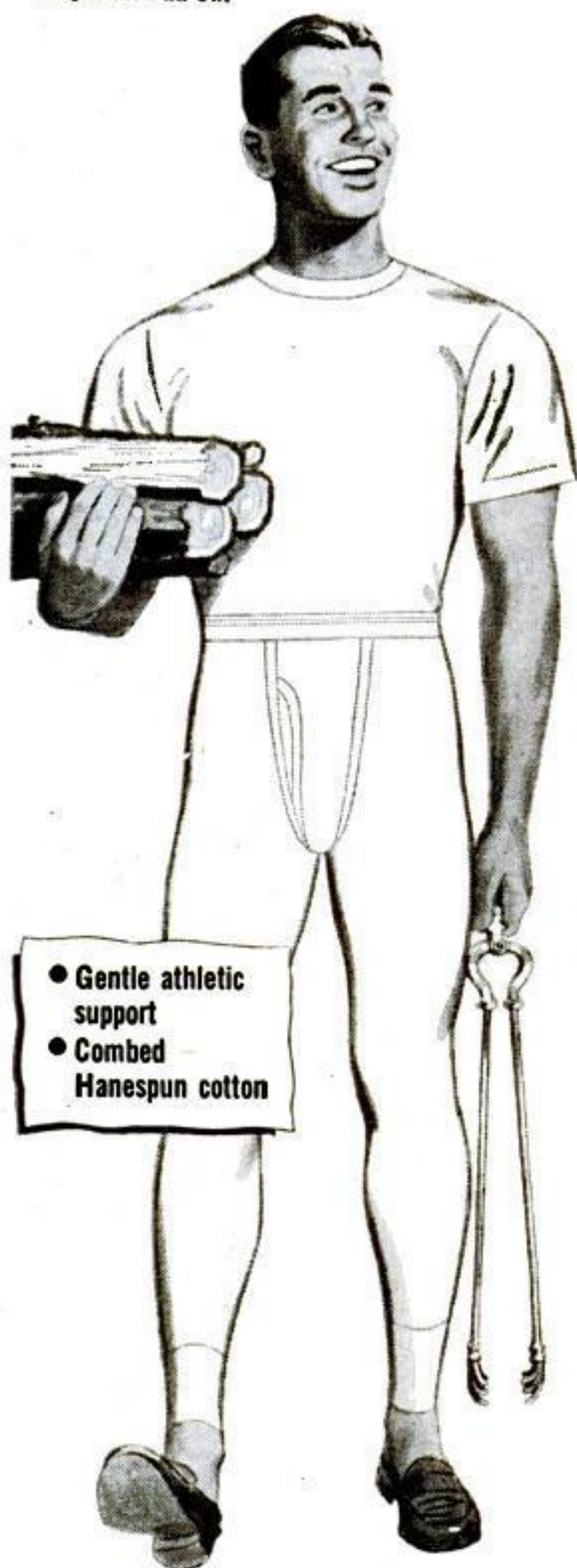
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Worth shopping for!  
At good stores throughout America.

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**CANVAS TENT**, seating over 6,000, was erected when Graham was unable to hire a suitable auditorium. At night a searchlight formed a "steeple of light."



**CONVERTS KNEEL** after the service, while Graham's workers guide their conversion and arrange for them to meet the ministers nearest their homes.

*True Contentment*  
WITH  
**KENTUCKY  
CLUB**



You're bagging the limit in friendly mildness with this choice White Burley blend. "Treat Yourself to the Best" ... get a valuable "dividend check" in every tin, too! If your dealer doesn't carry Kentucky Club, send your name and his name with addresses to: Mail Pouch Tobacco Co., Wheeling, W. Va.

Look for the Blue Tin with the Red Rider!



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**MAIL POUCH  
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**TASTE and QUALITY**



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**2,000,000\* motorists  
to be stuck  
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**LET THIS B. F. GOODRICH TIRE  
KEEP YOU ROLLING**

Don't risk the trouble and expense of getting stuck this winter. Put a pair of B. F. Goodrich Mud-Snow Silvertowns on your rear wheels. This rugged, deep-cleated tread bites deep into slippery snow and gooey mud to give you a tractor-like pull. And the twin-strip center riding bar gives you a smoother, longer-mileage ride on open pavement. Get your BFG Mud-Snow tires now. Free change-back and tire inspection next spring.

\*Estimate based on 1948 report, AAA

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CONTINUED ON PAGE 100



Alfred Lunt stars as Priam Farll, the world's greatest artist, who found a way to bury his past... in Westminster Abbey. But what a future he possesses! Especially when **Lynn Fontanne**, his mail-order bride, finds she married a man with another name... another personality... and another wife!



**The theatre's reigning couple**

**entertains you this Sunday on**

**NBC**

**Theatre Guild on the Air presents Alfred Lunt and Lynn Fontanne in "The Great Adventure" on the U. S. Steel Hour**

You'd have a hard time getting standing room at the theatre on Broadway where Alfred Lunt and Lynn Fontanne are nightly delighting capacity audiences. But you can enjoy the incomparable acting of the theatre's favorite pair... from a choice seat at your radio Sunday night (Nov. 20).

*It's a great play:* Arnold Bennett's gay and witty comedy, "The Great Adventure." And it's the kind of a play in which fascinating Lynn Fontanne and sophisticated Alfred Lunt are at their entertaining best!

Be sure to listen Sunday night... and don't deny yourself a single one of the coming hit productions of Theatre Guild on the Air—now brought to you on NBC—every Sunday.

**Theatre Guild on the Air • Every Sunday at 8:30 pm (EST) on NBC**



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Matching Colors, Leathers, Smartness

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At your local dealers.

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OF  
LEADERSHIP

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**COWBOY SINGER** Stuart Hamblen performs for revival crowd after being converted by Graham. Once a race horse owner and a singer of songs with lyrics like "I won't go huntin' with yuh, Jake, but I'll go chasin' women," Hamblen is selling all but one of his horses now, changing his repertoire and giving up drinking. Concerning the latter he says, "Alcoholics Anonymous is a flashlight battery compared to the dynamo I'm hooked up with. It's Boulder Dam."

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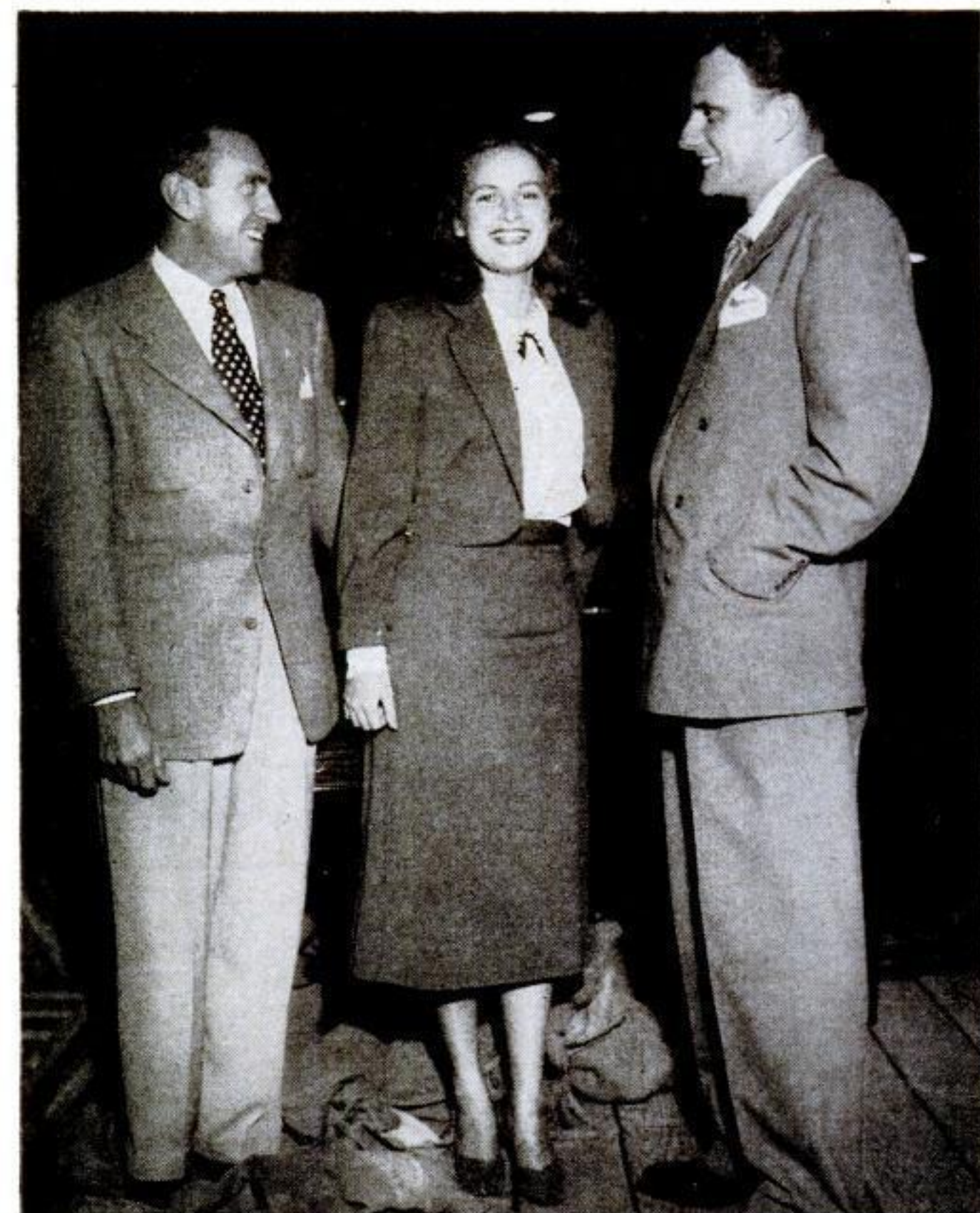
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Try the extra menthol in Luden's Cough Drops. See how quickly you get relief. Buy a pack today.

**5¢**



**TRACK STAR** Louis Zamperini (left) and his wife greet Graham after Zamperini's conversion. A Catholic who assumes he is in line for excommunication, Zamperini holds two collegiate records for the mile run and is famous for seizing a Nazi flag at the Berlin Olympics in 1936. Shot down during the war, he spent 47 days on a raft, two years in a Japanese prison. "It's difficult for anyone who came through the things I did to forget God," he says, "but I did."



# Here's how... Hamm's Beer Scores a Mellow Moment



**1. Not a Seat in Sight** for the big game! Now, that's a pretty predicament for Walt Brown, class of '27. Especially since he's been boasting to the Woodwards that he was the *one* man who could get four tickets inside the 40-yard-line.



**2. Good Luck! It's a Television Bid** from the Woodwards, forgiving souls. "We'll see the game on our set and have a bite to eat." Walt Brown, quick to recover a fumble, is on the ball: "I'll bring the beer. Best light beer you ever tasted."



**3. A Touchdown by Brown . . . With Hamm's Beer.** When a man shows up with *this* beer, he's really regained ground. HAMM's Beer does taste better. Smooth and mellow, it makes for mellow moments, scores with everybody!



**4. It's a Mellow Moment** with HAMM's, finest of light beers. Now HAMM's is more widely available, so try it soon. One taste, a single taste, and you know *this* is the beer for you. Smooth and mellow? Well, see for yourself. Words can't tell you, but one taste can! For mellow moments, say "Here's How" with HAMM's Beer.

Here's how... with  
**Hamm's Beer**

**Smooth and Mellow**

THEO. HAMM  
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*Bakers make finer cakes*

*... with* **dextrose**  
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*Enjoy  
more bakery goods during  
BAKERY FOODS FESTIVAL  
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Bakers use a combination of dextrose and sucrose (both fine sugars) to enhance flavor and improve texture in the fine cakes they produce.

The use of dextrose sugar enables the baker to avoid oversweetness and to emphasize true flavors in cakes.

Yes...finer cakes are baked with dextrose, food-energy sugar.

**CORN PRODUCTS REFINING COMPANY**  
One of the producers of dextrose... a natural sugar



# THEATER GIRL

RESOLUTE YOUNG ACTRESS  
KEEPS PLUGGING TO GET  
HER BREAK ON BROADWAY ➔

PHOTOGRAPHED FOR LIFE BY W. EUGENE SMITH



# SUMMER STOCK, A MOVIE AND TV HAVE KEPT JEAN PEARSON GOING

"Jean Pearson," said the LIFE caption nine months ago, "is firmly convinced that some day she will be a successful actress." When LIFE said this in its story, "Hard Times on Broadway" (Feb. 14, 1949), and published the wistful picture of Jean shown at top of the opposite page, the young actress could show nothing to back up her conviction. She had never had even a walk-on part on Broadway. She lived on a \$105-a-month blood-bank job and kept up her courage by haunting casting agents' offices.

But unless actors are utterly convinced that they are good, they give up and go back home. Jean stayed and LIFE's Photographer Eugene Smith continued to document her life. Now,

nine months later, his story shows that Jean has taken an all-important step ahead. She is just beginning to support herself by acting.

Last summer Jean acted in a summer stock company (*below*) and in an experimental movie which will pay her when and if it pays off. Her best break has been television, now a haven for Broadway's actors. The picture on the previous page shows her with Actor Richard Hart in the CBS adaptation of Kipling's *The Light That Failed*. She got \$150 for her work. Then last week Jean finally got her first Broadway chance—a walk-on in *Caesar and Cleopatra*.

She has had a hard fight up to now. An intensely theatrical little girl, she was shy and with-

drawn, yet always yearning to express herself. The first movie she saw was Garbo in *Camille*, and ever since she has been hellbent to be another Garbo. Dropping from college, she moved in on Broadway in 1946, lived meagerly—for a while largely on liverwurst sandwiches. A voice teacher waived the fee for lessons, a wise agent gave her advice. Now Jean is beginning to look less like Camille on her deathbed. Still intense and theatrical, she finds her interesting face gets her in to see producers. But she has a long way to go yet and a lot to learn. She will meet many more rebuffs and disappointments like those shown on the next pages before she is ever the actress she wants to be—and still thinks she will be.



**"PLAY IT MORE OPENLY,"** Director Richard North Gage shouts to Jean (*left*) during a rehearsal



**IN HER FIRST MOVIE,** made experimentally on the sidewalks of New York last summer, Jean acted



**SUMMER STOCK** at Allenberry, Pa. gave Jean a chance to act good parts in several shows (*right*).

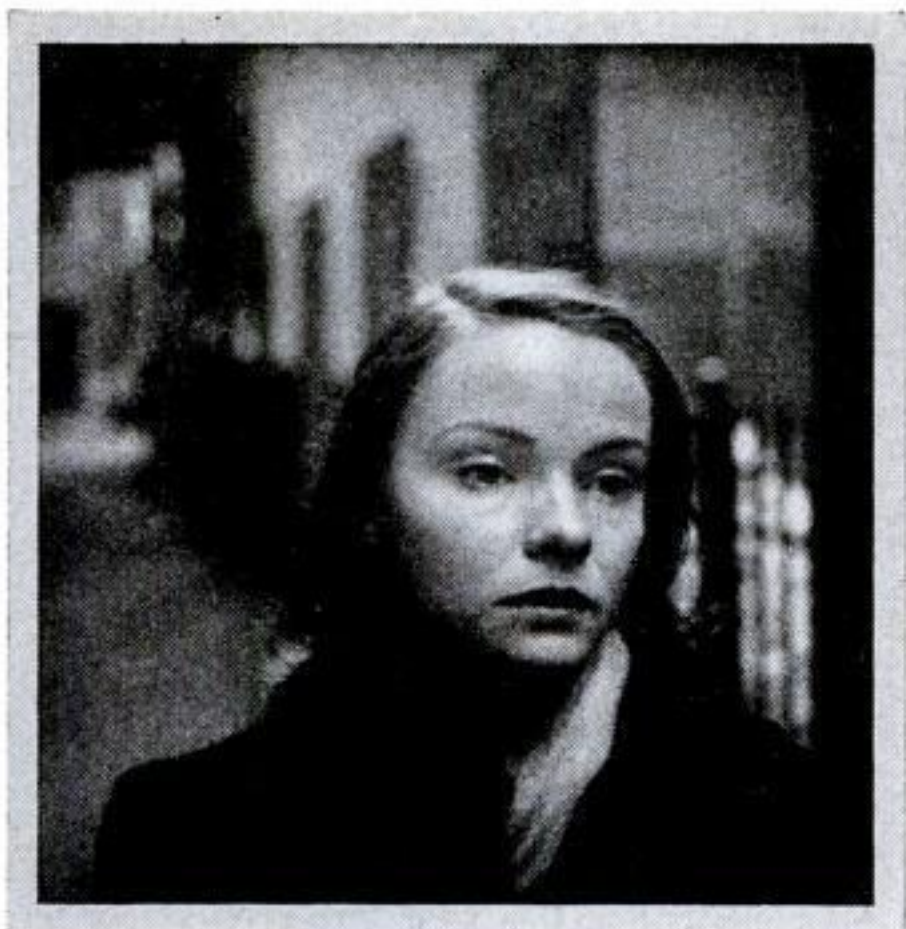


**IN "LIFE WITH FATHER"** she acted in an old-fashioned love scene, looked well in fancy costumes.

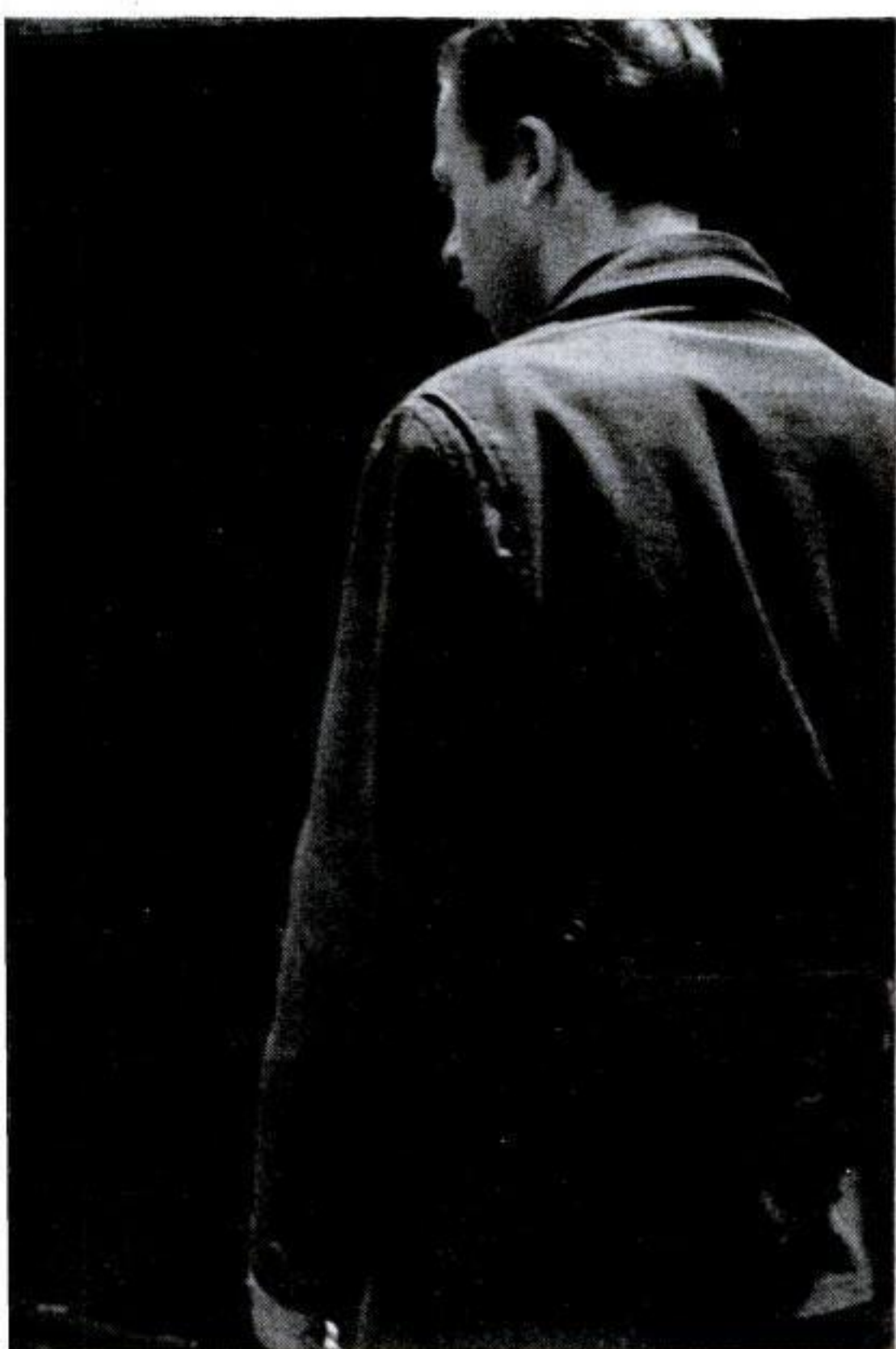


**IN "MAN WHO CAME TO DINNER"** she was the secretary to an outrageously outspoken author.





"LIFE" RAN THIS PHOTO OF JEAN LAST FEBRUARY



without make-up and immediate pay. She played the part of a girl suffering from incipient schizophrenia.



IN "THE CORN IS GREEN" she played a little Cockney hussy who tried to seduce a young student.



FOR \$10 she played in a television thriller this fall with Boris Karloff, in which only her bloody hand ap-

peared alongside a slashed painting. "Well, at least the 10 bucks will pay for two voice lessons," she said.





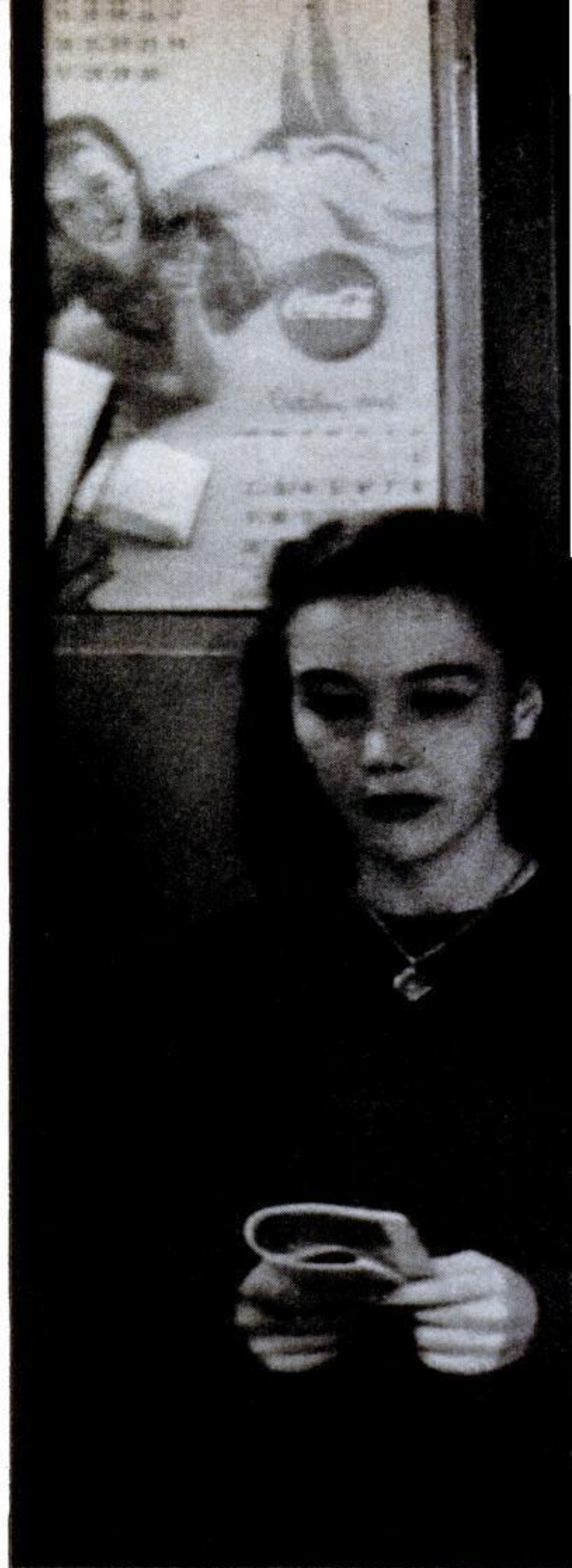
**HOPES AND DISAPPOINTMENTS** keep Jean agitated. At screen test (above), she waits to act mel-

odramatic part of a nurse involved in morphine peddling. Jean says she is relieved she did not get this part.

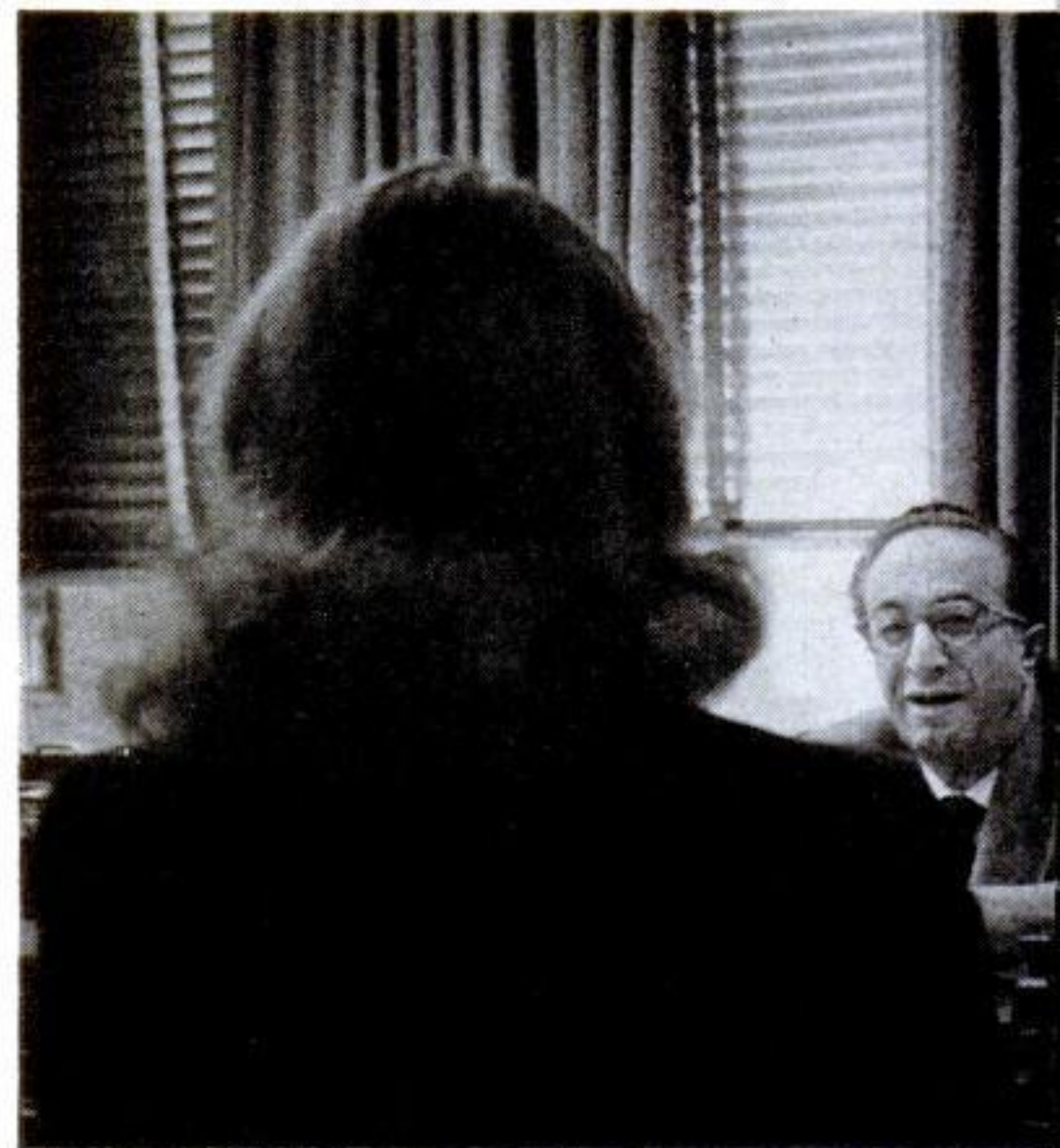


**WITH RAYMOND MASSEY**, Jean tried out for the current Broadway production of August Strind-

berg's famous tragedy, *The Father*, in which Massey stars. Jean says she is sorry she did not get this part.



**FOR A ROAD COMPANY OF "GOODBYE, MY FANCY"**



**WITH MOVIE MAN**, Robert Goldstein of Universal International pictures, Jean talks over a com-





JEAN STUDIES PART AND IS CALLED BACKSTAGE BY DIRECTOR SAM WANAMAKER. HE TURNED HER DOWN BUT LAST WEEK GAVE HER A BIT IN ANOTHER SHOW



ing screen test. They ogled her appreciatively and filled her with optimistic chatter—but that was all.



**HER AGENT**, William Liebling, frankly tells Jean that he believes it will be at least two years before she

really can expect any recognition. At left is Liebling's wife, Audrey Wood, who has also befriended Jean.





JEAN LOVES PERFUME, WANDERS INTO DEPARTMENT STORES TO SQUIRT FREE SAMPLES ON HERSELF

## SHE LIVES ALONE WITH MUSIC, CHESS, YOGHURT

Whenever the phone rings Jean feels a stab of excitement because it may be a casting agent with a job. Usually, though, it is just a friend calling to chat. Jean lives alone in a \$51-a-month apartment in Greenwich Village. "I am becoming a food faddist," she says. "I like raw foods like salads and yoghurt." Jean also likes solitude, often stays home alone reading a Hindu philosophical work, the Bhagavad-Gita. "Living within yourself is the most exciting kind of living," she adds. For a fling, she plays chess and listens to her records of Beethoven and Mozart.

She certainly does not have it any harder than hundreds of young hopefuls who come to New

York with Broadway in their blood. What they want—and Jean is determined to get—is worth the work and woe. Emotionally Jean's life seesaws between heights and depths. Sometimes when she has hopes of a job or is carried away by a piece of music, she feels fine. Other times she gets sick at her stomach at the prospect of trying out for a part and fearing she will fail. Lately she has begun to get more fun out of life, especially from simple things like a windowful of puppies (*opposite*). Curiously, it is at these unaffected and unguarded moments, when her mind is far away from the theater, that Jean looks most as if she could be a charming actress.

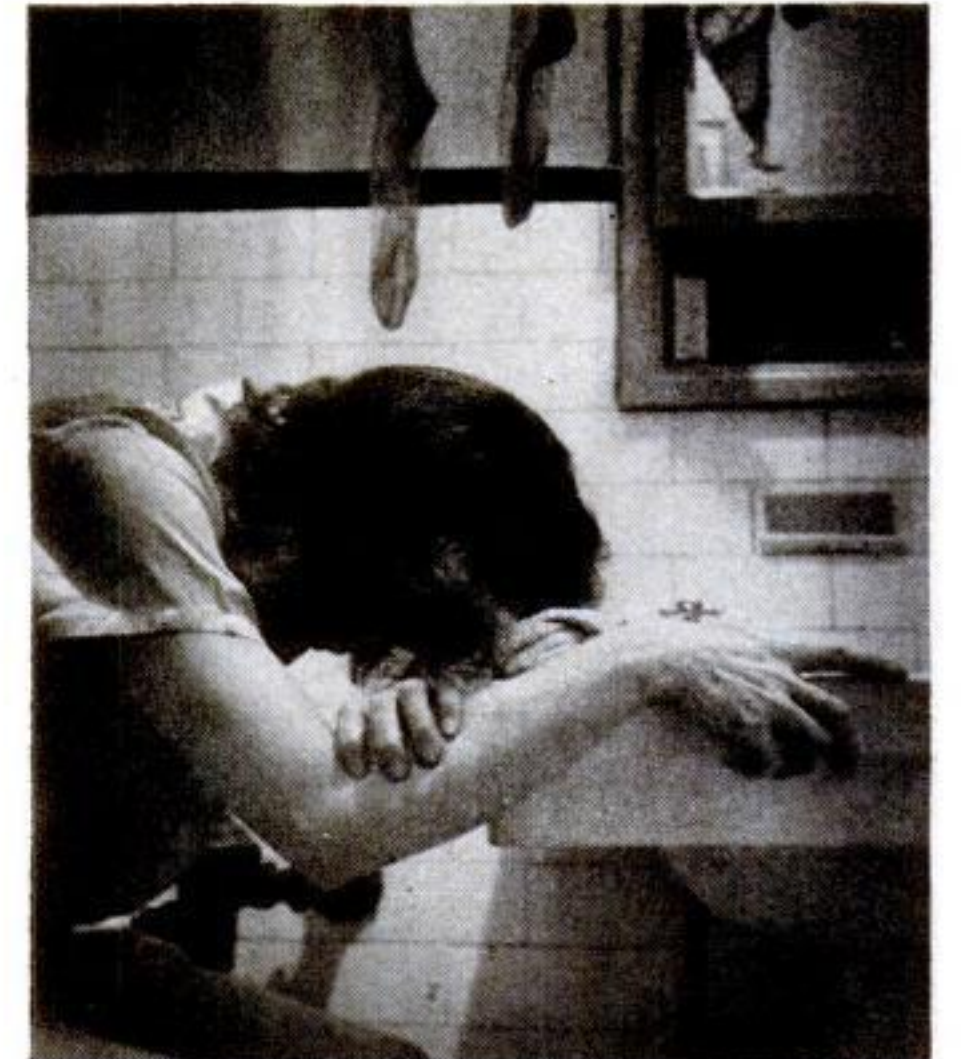
IN HER APARTMENT WITH ARTISTS AND ACTORS SHE CELEBRATES GETTING A NEW TELEVISION JOB



SHE YAWNS WHEN PHONE BRINGS NO GOOD NEWS



SOAP AND WATER RID SKIN OF MAKE-UP ILLS



DAY BEFORE TRYOUT SHE HAS NERVOUS NAUSEA

**PUPPIES** in a store window waken Jean's love for pets. She is away from home too much to own one. →







# As man's youth has gotten longer by decades, more and more men are taking a YOUNG man's care of their appearance!

**E**SPECIALLY since the war. This trend toward THE YOUNG, HEALTHY LOOK took another jump upward as men came back...with the military's first-rate grooming habits more or less built in.

Clearly, once a man has acquired the habit of looking healthy, he tends to stay with it. For when you're looking your best...you feel young and healthy. There's a bang in just living.

"We rose from the ape, because, like him, we kept monkeying around," says James Harvey Robinson. Science experimented until it has added 16 years to your life just since your father's day. If you will take a few extra pains, you can splice that 16 years right into your middle youth!

It's sound business to take an extra minute, for example, over your shaving...make a kind of personal insignia of a scrubbed, out-of-doors skin freshness. Everyone enjoys looking at a man with that kind of face.

On this subject, here's a new idea we believe you will want to try. Before you shave, give your face a good douse of steaming hot water. Your barber does it after you shave. But the news is: dermatologists say it does you double good to apply it before you shave. One, it brings up your own nourishing, renewing blood. Two, it softens hair for an extra-quick, clean shave.

But it's the everyday use of Williams Aqua Velva that will do the most to give you a look of healthy-skin freshness.

Regularly used, this circulation-rouser brightens, braces your skin as nothing else can.

## SPECIAL PREPARATION TONES AND ACTUALLY SOOTHES YOUR SKIN

Williams Aqua Velva keeps your skin flexible and comfortable...its natural moisture intact. It lends first aid to scrapes or skin-breaks. It helps

protect your skin from sun, wind, cold. And it keeps skin feeling soothed and happy by its tonic freshness—has a masculine scent.

## Brush? No Brush? Electric?

Whichever you use, a preparation has been made especially to help keep you looking young and healthy.

### SPECIAL PREPARATION FOR BRUSH USERS

Williams Shaving Cream offers your skin a new comfort—extract of lanolin—an emollient remarkably like that contained in all human skin. This extract is 25 times as concentrated as in plain lanolin, the well-known skin conditioner. Found only in Williams...it helps to keep your skin soothed, looking young and healthy.

### SPECIAL PREPARATION FOR BRUSHLESS SHAVES

Creamy Williams Glider contains a special ingredient which softens your beard and enables the

razor to cut your whiskers close and clean without scraping. Glider Brushless contains a highly refined, natural oil which leaves your face feeling smooth, looking young, healthy.

If you use a Schick, Remington, etc....

### A SPECIAL BEARD CONDITIONER

Here's how Williams Lightning Electric improves your electric razor performance—gives better shaves faster:

It softens your beard so that the whiskers almost wipe off. It lubricates your skin. It prevents the sticky perspiration from clogging or slowing up your razor. Leaves your face looking young and healthy.

### AFTER ANY OR ALL SHAVING— THE WORLD'S MOST POPULAR AFTER-SHAVE LOTION

When you go out for the evening...yes, any time you want a quick refresher...use Williams Aqua Velva. And never miss Aqua Velva after your shave. For, regularly administered, this circulation-rouser brightens and braces your skin, keeps it looking young and healthy.

A few fellow-members of the Aqua Velva After-Shave Club: Albert Spalding, Lauritz Melchior, Ted Husing, Lucius Beebe, Louis Bromfield, Maj. George Fielding Eliot, Burgess Meredith, George Biddle, Boris Karloff, Norman Rockwell, Ely Culbertson.

Having acquired the Aqua Velva habit, these young-and-healthy-looking gentlemen (along with several million others) just don't feel right without it.

Williams has held an important share of the world's shaving-aids business for over a hundred years for a very good reason. Men feel that Williams products do their job just a little better than the others. Year after year, more and more men who like to keep their weight down, their hair on, their appearance up take to using Williams shaving preparations. These men take a young man's care of their appearance—they keep their youthful look longer—by decades.



EZIO PINZA, star of "South Pacific" and the Metropolitan Opera. At 57, he has the build and bounce of an athlete, is repeatedly placed in polls as one of the world's 10 best-dressed men. He is calm, cheerful, totally un-operative in temperament. He lives in Rye, N.Y., plays excellent bridge, loves roughhousing with his children.





MARBLE COLUMNS OF A COLONNADE THAT WAS TO LEAD TO THE MUSEUM OF ROMAN CIVILIZATION JUT LIKE DRAGON'S TEETH FROM THE THIRD ROME'S ROCKY EARTH

## "THE THIRD ROME"

**Empty, incomplete, it fittingly commemorates a dictator's dream**

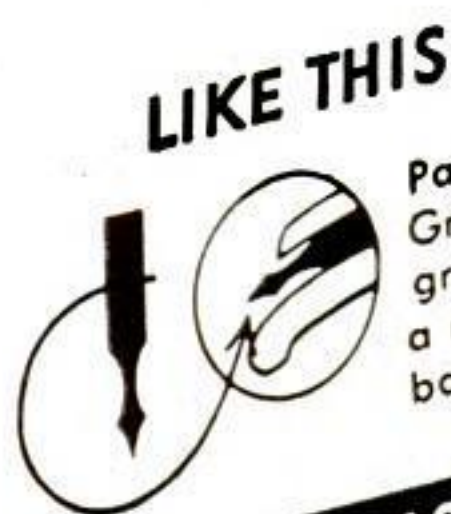
In the mid-'30s Benito Mussolini, the Great Dictator of Italy, conceived a grandiose scheme. Four miles southwest of Rome the Duce would build a group of magnificent buildings, dedicated to The Third (or Fascist) Rome, to be an eternal monument to Fascist culture. There would be 60 structures in all, including a theater, a cathedral and monuments to the armed services. Work began. Eight buildings were completed, 15 were partially completed, and top Italian artists began decorat-

ing them with statuary, murals, mosaics. Then the dictator went proudly to war.

Today a few Dalmatian refugees, some sheep and snakes share the empty halls and weed-choked gardens of the Third Rome. These monumental buildings are an embarrassment to a government that wants to forget Fascism yet must safeguard its valuable statuary and costly marbles. Recently Bernard Rudofsky, with his architect's eye, made these revealing pictures of Italy's modern ruins.



**PAL BEATS OTHER BLADES**  
*All Hollow...*  
**BECAUSE PAL BLADES ARE**  
*Hollow Ground*

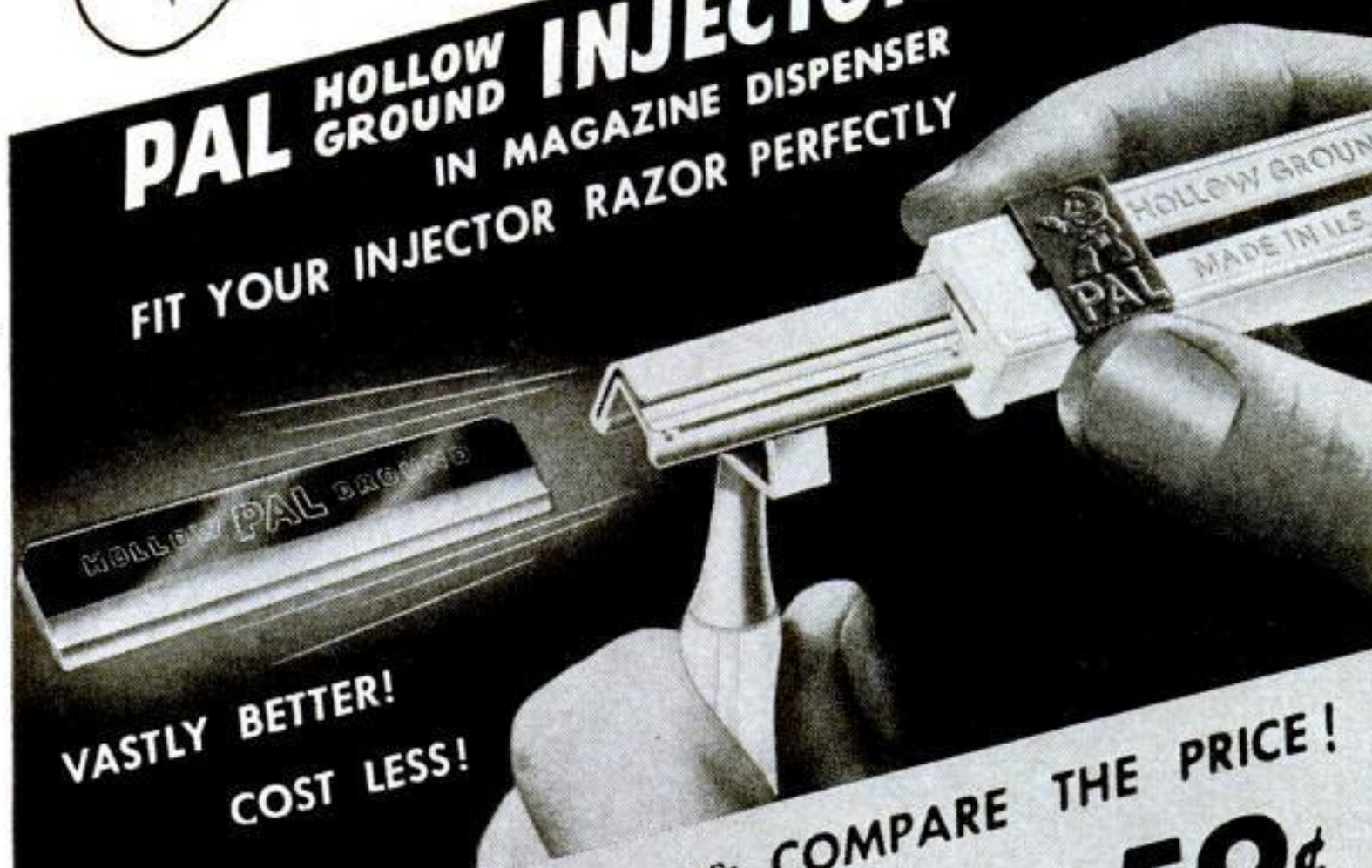


Pal Hollow Ground — ground like a master barber's razor.



Usual Blade — ground like a jackknife.

**PAL HOLLOW GROUND INJECTOR BLADES**  
 FIT YOUR INJECTOR RAZOR PERFECTLY



**VASTLY BETTER!  
 COST LESS!**

If you use an Injector Razor, try these sensational new blades. We believe they're the finest ever made for an Injector Razor. Buy a pack today. Use as many blades as you like. Then, if you don't agree, return the container to us and we will promptly refund your money.

**COMPARE THE PRICE!**  
**20 for 59¢**  
 10 for 39¢ • 6 for 25¢ (Trial Size)

**Use Double or Single Edge Blades?**

Try Improved  
**PAL HOLLOW GROUND BLADES**  
 now in revolutionary plastic



**ZIPAK®** dispenser  
 ZIP! out slides a factory-perfect, unwrapped blade, ready for your razor.

**DOUBLE or SINGLE EDGE 44 for 98¢**  
 21 for 49¢  
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 Pal still gives you 4 blades for 10¢, regular package

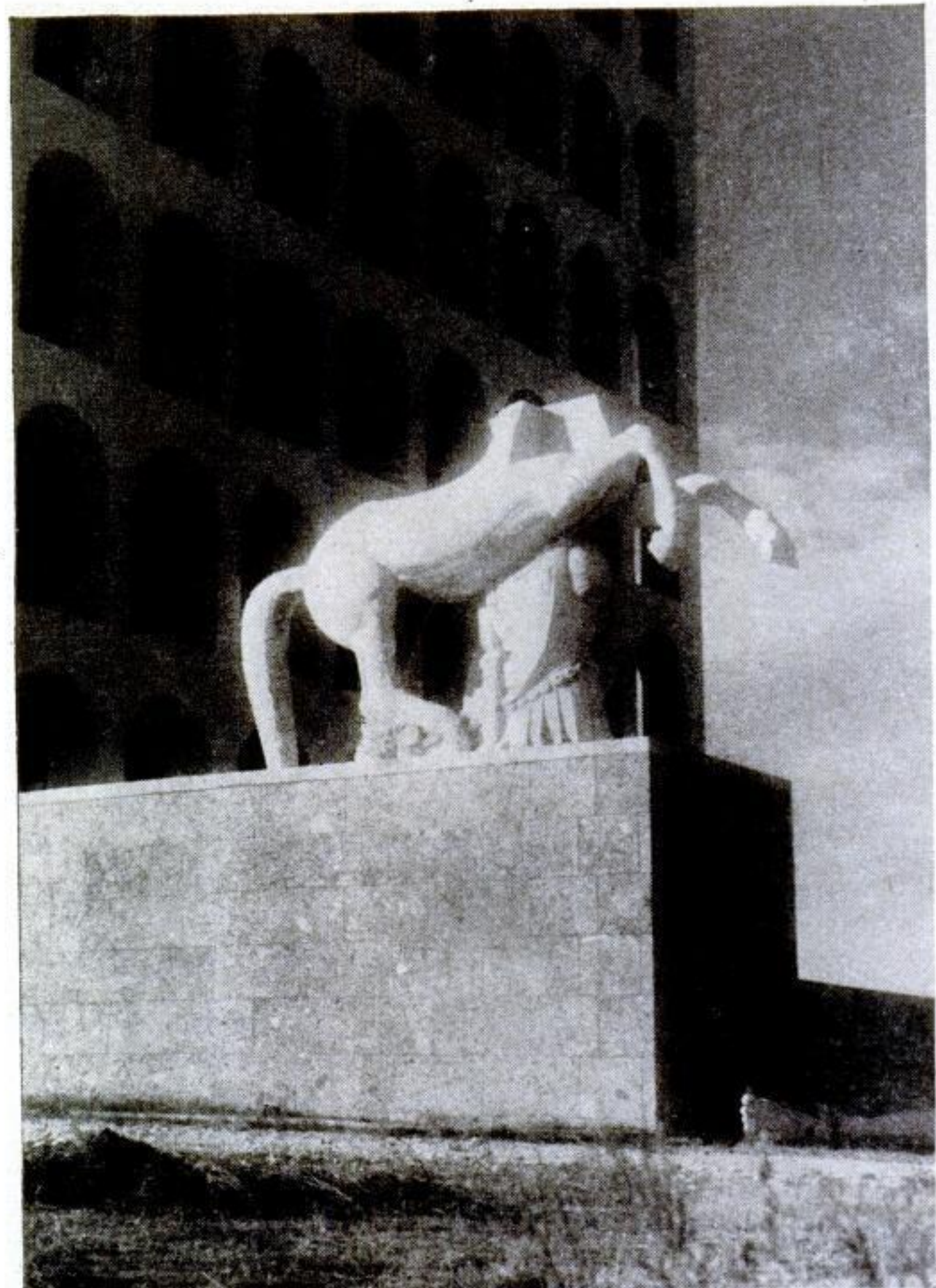
Pal takes the "H" out of **HAVING**  
 ... and leaves you a **SAVING!**



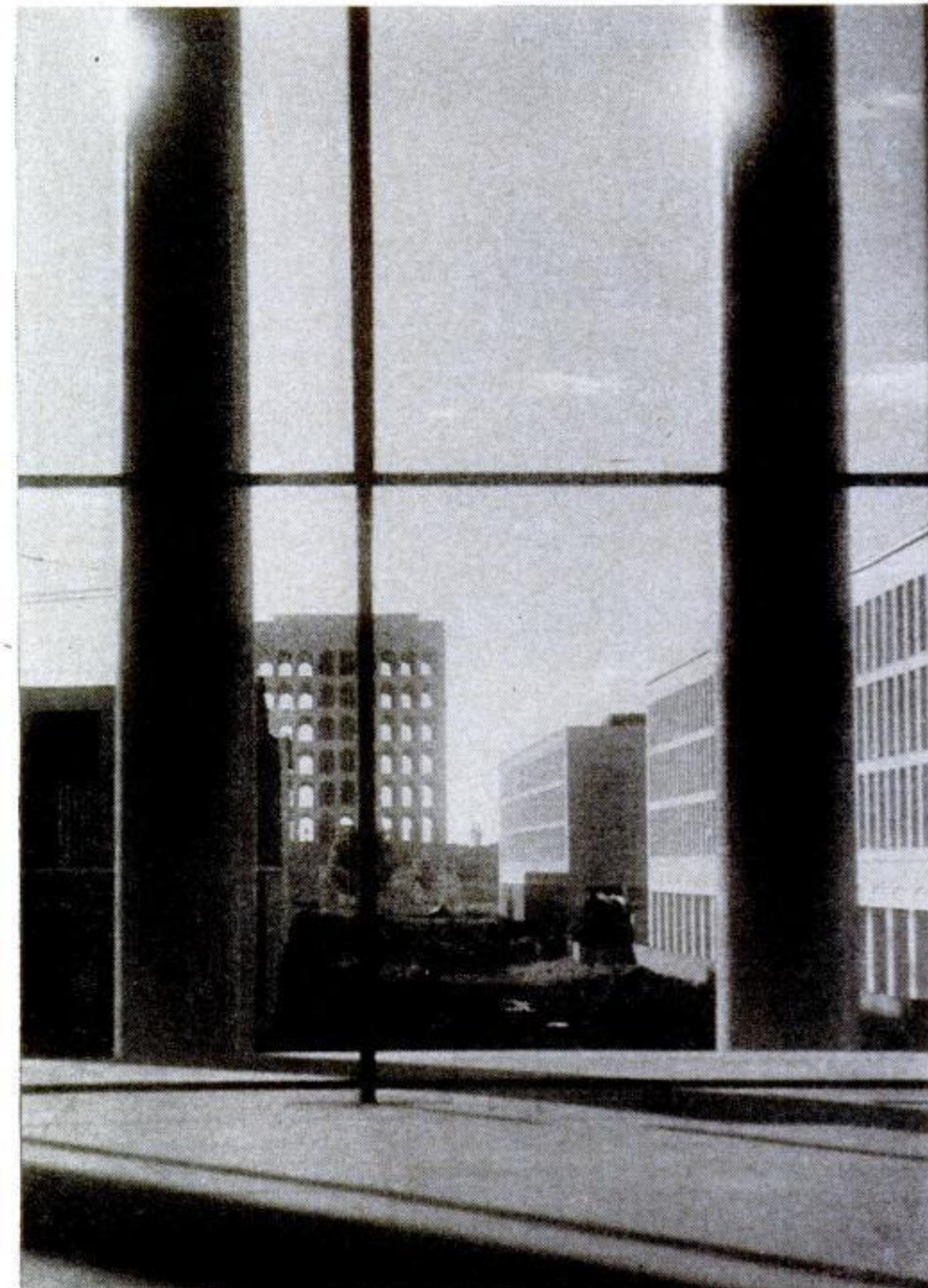
© Pal Blade Co., Inc., 43 W. 57th St., N.Y. 19

Wherever fine blades are sold—including drug, variety chain, hardware, tobacco, department stores.

**The Third Rome** CONTINUED

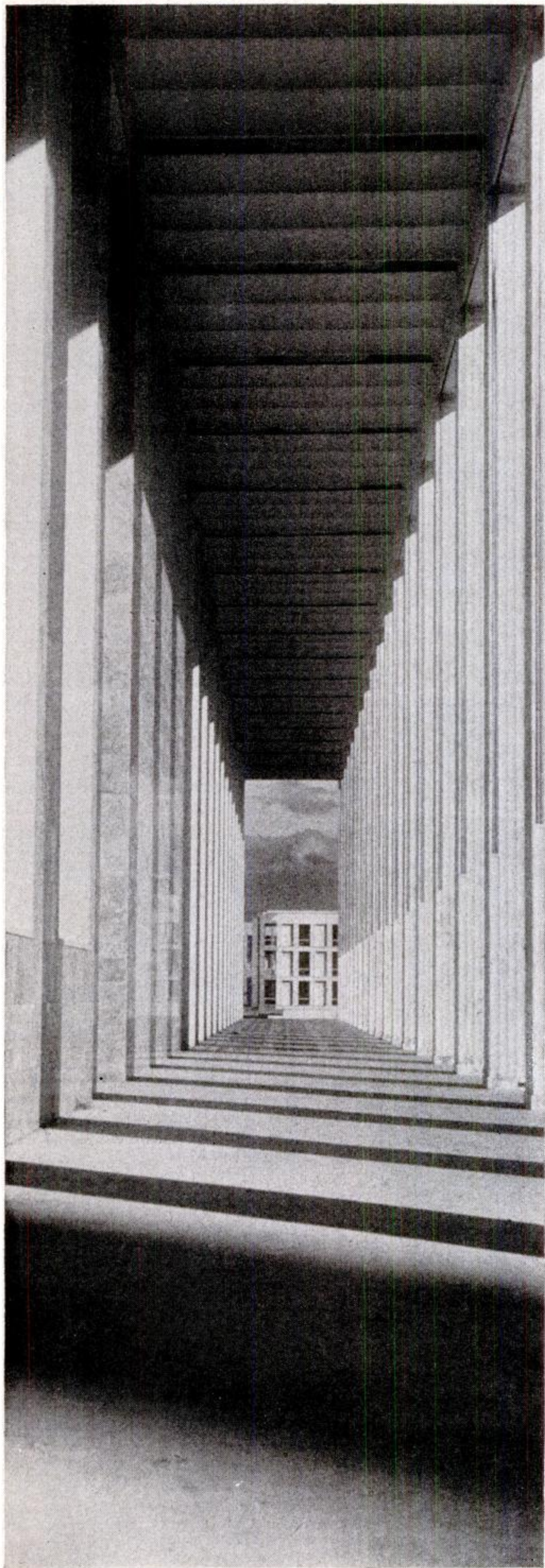


**HEADLESS HORSE** rears before Palace of Italian Civilization. The 420 hectares the Third Rome occupies are littered with sculptures never put in place.



**FROM A WINDOW** in Palace of Congresses, the dictator would have seen museums (left), Italian Civilization Palace (center), administration building.





**IMPOSING PORTICO** led to building which was to have housed the Fascist government's inner circle. It housed Nazi, later American, soldiers during war.

CONTINUED ON NEXT PAGE



# HOOVER'S<sup>®</sup> newest model

the handiest cleaner in America...only

**\$49.95**  
and your  
old cleaner  
Prices slightly higher  
in Canada.

## MODEL 115... BUY IT ON EASY MONTHLY TERMS

Read it again—it's true! A genuine Hoover—brand-new, very latest model—for only \$49.95 and your old cleaner! A genuine *Triple-Action* Hoover! The kind that beats, as it sweeps, as it cleans—with gentle vibration, smooth brushing, and swift suction. It's the handy Model 115—big enough for tough jobs, light enough for quick ones. Tools for above-the-floor cleaning at slight extra cost. Call your Hoover dealer for a home showing of any one of the three famous Triple-Action Hoovers or the new Hoover Cylinder Cleaner. No obligation. Look in your classified directory under "Vacuum Cleaners."

THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ont., Canada; Perivale, England

*You'll be happier with a Hoover*



If you and your pipe  
aren't friends any more...



Put  
this



in  
your  
pipe



and  
smoke  
it!...

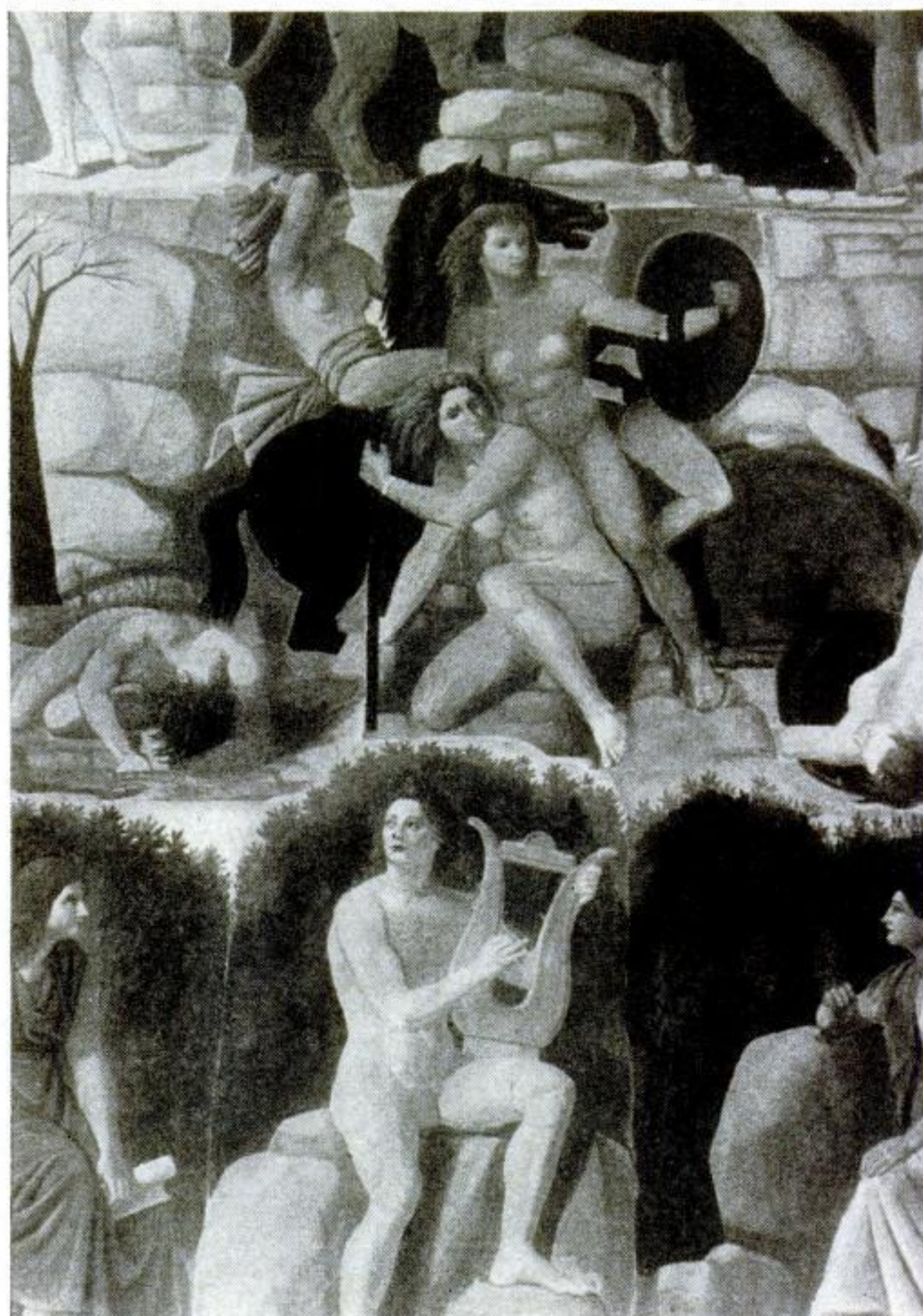
Relax. Take it easy. Light up a pipeful of Briggs and learn all over again what a good companion a pipe can be. For Briggs is a truly wonderful smoke. It's smooth. Mild. Mellow. It's packed with extra-rich flavor because it's fully-aged in real oaken casks. Come on. Try a pipeful of Briggs. Today?

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## The Third Rome CONTINUED



**MOSAIC** shows well-muscled *grandes dames* in modern evening dress sipping champagne. Like mural below, it is a good example of ugly "dictator's art."



**MURAL** in Palace of Congresses apparently depicted War as shield-waving amazon (above, right), Peace as a rather effeminate man with a lyre (below).

# ZOOM!

Every year of its 19  
years, 7-Up has in-  
creased in national  
sales!

★

That's because 7-Up with its fresh, clean taste and lively sparkle is the *all-family* beverage. So pure...so good...so wholesome toddlers can "fresh up" with 7-Up. Let 7-Up add to your fun as it does in millions of happy homes. Buy a case where you see those bright 7-Up signs.

You like it..  it likes you!

See 7-Up color page in this issue

REVIVED



Quietly enjoying the evening paper Thursday night, Stan Jones was roused to a pitch of real excitement when his wife produced a plate of crackers and Liederkrantz Brand cheese. Jones tore into the famous, creamy-centered robust cheese with such selfish gusto that his wife had to remind him that she loved Liederkrantz, too.

INSPIRED



"An inspiration," Bob Work told his wife after she had served Liederkrantz Brand cheese for dessert at a recent dinner party. Served at its peak, with the center soft and creamy-yellow, this rich, full-bodied Borden's cheese delighted the Works' guests. Liederkrantz makes a smart change from sweet desserts. Try it!

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# *We know we'll get there when we go Pullman!*



**2. I'm an actress.** Maybe I make only half a dozen trips a season, but when I do travel, I'm expected to arrive on the dot, fresh and sparkling—ready to make my best appearance. Do you wonder that I always go Pullman?

**These people** and millions of others who travel a little and a lot, have found that no other form of transportation offers the comfort, the safety, and the dependability of going Pullman.

For business, for vacations, or just for a week-end holiday, you'll discover *any* trip is more enjoyable when you . . .

☆ ☆ ☆

**The National Guard Defends America—Join Now!**

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**1. We're just home folks.** Seldom do much traveling except when we spend Thanksgiving with one of our children. We like this safe, dependable feeling about going Pullman. We've heard you're safer crossing the country by Pullman than you are crossing the street at home.



**3. I'm a business man.** Spend more than half my time traveling. When I'm on the road, I prize a good night's rest above everything else. I know I'll get it when I go Pullman. I know, too, that I'll arrive on schedule, right in town, close to everything.

## *Go Pullman*

**THE SAFEST, MOST COMFORTABLE WAY TO GET THERE!**





**THE OXFORD UNION** begins the debate, principal speakers in formal dress, other members sitting in sack suits on the floor of the hall, which is owned by the society and arranged to resemble the House of Commons. Speaking is the Union treasurer, Geoffrey Niall Leigh Dalzell-Payne of Brasenose College who opens the debate for the Conservatives. At rear the Union president, Richard Faber, sits under a plaque to Union alumni

who served in World War II. (Some years before the war began, a lighthearted Union had passed what Winston Churchill called "the ever-shameful resolution" that the members would not fight another war.) The secretary, Richard Taverne of Balliol, sits at the table between two brassbound dispatch boxes which in the House of Commons would contain the members' oath and a copy of the New Testament, but which here are empty.



# British Welfare State Debated

Oxford's great undergraduate debating society gives Britain's socialism a witty going-over

**THE PRESIDENT.** The motion before the House is: "That, in the opinion of this House, socialism is undermining the energies and the liberties of the people." I call on Mr. G. N. L. Dalzell-Payne to propose the motion.

**MR. DALZELL-PAYNE.** I think it may be that tonight a lot of the speakers from the other side of the House will try to excuse socialist incompetence and ineptitude by putting the blame on circumstances. I do not think there is anyone here who in his heart can possibly deny that socialist specious policies, pursued sometimes with the narrow mind, sometimes with the crooked thought, and all too often with the inferiority complex, have resulted in aggravating that situation ["*Hear, hear.*"] far beyond what it would have been with any other type of government.

Conservatives want a society which gives initiative a chance, but socialism plumps for more and more power in the hands of the state, and the grasping fingers of bureaucracy cannot leave well alone; their hands are stretched out to the very confines of our liberty, to the wretched woman trying to keep a pig in her backyard; the man who is trying to put up a shed on the allotment. Taxation and the restrictive housing policies are just sapping the energies of the average Briton here today. Socialism has taken away from hard work and honesty and thrift their rewards; the once-honored incentive of financial independence seems to have gone by the board nowadays. The liturgy of socialism seems to be based on the craven prayer, "Give us this day our day in bed."

The Conservatives can check these attacks on our liberty and this socialist sublimation of our energy. They can do this by encouraging saving, by a sounder taxation policy, by cutting state waste, by reforming the bureaucracy, by fostering the ownership of property of every kind, particularly houses, and above all by giving honest ambition and hard work its due reward. The eventual alternative does seem to be little other than a kind of falling into lethargic captivity in a socialist state which eventually degenerates into a sort of chemist's shop *cum* national soup kitchen, and that will inevitably and unavoidably in time degenerate into the abomination of either communism or fascism.

**MR. UWE KITZINGER—AGAINST.** Perhaps the greatest socialist whom this House has ever known, Archbishop William Temple, used to say that the chief test of the love of liberty lay in the demand for the emancipation of others. There is one thing I want to make quite clear straight away. There is one liberty which no socialist country will allow to its citizens, and that

is the freedom to build up its own standard of living at the expense of the colonial people entrusted to its charge. This government has given all the liberties and incentives of self-government to three great peoples of the Commonwealth.

You cannot get freedom to work, you cannot get freedom to eat and you cannot get free medical attention without planning. And in times of crisis you cannot have planning without controls. You certainly do not get liberty by *laissez faire*. Chocolate was rationed and people could buy sweets. Chocolate was derationed and people could no longer buy sweets. The control was relaxed and the liberty vanished. There are, paradoxical though it may seem, situations in which the interference of the government in fact increases liberty, and absence of that interference in fact decreases it. Certainly the National Health Service does take away our liberty to spend 69¢ per week, but in return it has extended the frontiers of freedom in a way people have never known before. The Conservatives tell us now that they fought for the service for 30 years. I do not know how one can fight for a thing for 30 years and then vote against it at every stage in the House of Commons.

**A MEMBER.** On a point of information: They *can* vote against it in the House of Commons. We have just fought a war which has completely crippled the country, which cannot afford such a scheme.

**MR. KITZINGER.** Then why do they say in *The Right Road for Britain* that they want to extend the Health Service *now*, if the country has gone to the dogs in the five years in between and was already crippled when the Labor government started?

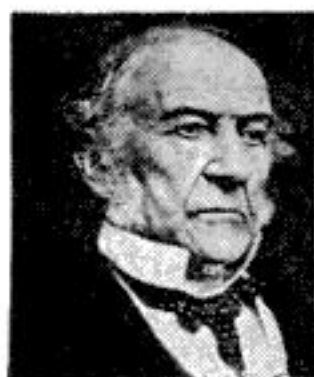
## How much socialism?

**I**F we are quite honest with ourselves, the issue is no longer between capitalism and socialism. It is *how much* socialism we shall have. Spiritual freedom and mental freedom need freedom from want and freedom to work. Because socialism has at this most difficult time in our history fought for those liberties, the British people chose socialism in 1945 and will, I trust, choose socialism again in the near future.

**MR. P. M. KIRK—FOR.** LIFE is in this hall upon that bench. [*He points to LIFE's photographer.*] Death was in [Mr. Kitzinger's] voice as he spoke. He said in tones scarcely audible from where I was sitting that socialism by

CONTINUED ON NEXT PAGE

## FAMOUS BRITONS WERE TRAINED IN OXFORD DEBATES



GLADSTONE



CHESTERTON



CURZON



ASQUITH



TEMPLE



HERBERT



ATTLEE

**WHAT THE OXFORD UNION MEANS** in British public life goes far beyond the role of a U.S. college debating club. Since it was founded in 1823 the Oxford Union Society has enjoyed great prestige as a testing ground where the country's future leaders, particularly in politics, can demonstrate their ability in the give and take of public debate. This is a matter of real weight in a country as devoted as Great Britain is to the techniques of parliamentarianism. The Union debate recorded in abbreviated form on these pages took place several weeks ago; it offers U.S. readers a closer understanding of socialism's impact on British youth.

**WHAT IS UNUSUAL** beside the debate itself is the fact that it was covered pictorially at all. A debater who noticed LIFE's photographer ventured that "we shall be having women here next."

**WHAT THE UNION MAY DEBATE** at its weekly sessions may be grave or gay—tradition bars only theology. But tradition also imposes an obligation to strive for a nice mixture of wit and rhetoric. Of the speakers in this debate, two are alumni returned as guests: Christopher Mayhew, M.P., Undersecretary for Foreign Affairs, and Douglas Woodruff, editor of *The Tablet*.



# All-day WAISTLINE COMFORT

even when you sit, stoop, bend



Every time you sit, stoop, or bend, your waistline expands 1½ to 3 inches. So — get into a Nemo Adjustable Waist! Its elastic Magic "V" self-adjusts to this inevitable spread, slimming you into "Visible Beauty, Invisible Comfort." Batiste, Nylon, satin. At all good stores. From \$7.50.

**Nemo**

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FOUNDATIONS  
WITH THE PATENTED MAGIC "V"

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## WELFARE STATE CONTINUED

restricting the people in almost every direction has given them the inestimable benefits of socialism in the other direction.

The socialists are putting into force measures in which they themselves do not really believe. We have Sir Stafford Cripps, who, in a book entitled *Why this Socialism?* written in 1933, stated that public utilities had been formed to deal with monopoly organizations, but even so, he said, they cannot do away with the vital economic fact of capitalism-for-profit motive. That is an interesting prophecy made in 1933 that the public-utility corporation will be unable to keep down prices, and how right it has proved—in every single nationalized industry prices have gone up and standards have gone down. ["Hear, hear."]



UWE KITZINGER, New College, led off debate for socialists.

no doubt at all that future generations will point to them and say, "Those were the guilty men."

MR. BOOTH-CLIBBORN—AGAINST. The Tories have recently produced [in *The Right Road for Britain*] the most blatantly dishonest political document of modern times. [Cries of "Shame" and "Hear, hear."] I have not the slightest hesitation in calling it a cynical conspiracy to deceive the electorate. If you want to go to utopia the easy way, join Winnie: you can travel there all the way on unnationalized transport and you do not pay a bean. It is all there in black and white, if I may quote the popular edition, price one penny. "We steadfastly refuse to combat our immediate difficulties by deliberately forcing a reduction in our living standards through lowering wage levels or injuring our social services." Oh, no. Do you know what? They are going to increase them! Do you know that? Or again, "unemployment." "We repudiate any suggestion that the deliberate creation of unemployment is necessary to maintain high production." ["Hear, hear."] The reason why I give these quotations is because they all show the split in the Tory mind, which is most embarrassing to all Tories at the moment. They have suddenly realized that in order to win the



S. E. BOOTH-CLIBBORN of Oriel debated second for Labor.

next election they have to promise everything, including lower taxation, and there is the result—*The Right Road for Britain*.

I am afraid it is a fact that there are far too many socialists at this moment ["Hear, hear" and laughter]—I hope that there will be a few more after tonight—there are far too many socialists at this moment who continue to talk as if there was no crisis today. The problem of incentives is a very real one. If anyone wants to know why American production is so high today, I recommend them to read a most interesting report, a report of the Anglo-American Council on Productivity

sent over recently to study the steel production. I recommend them to study two particular points which are emphasized; one is the part played by fear in production in America at the moment—fear of unemployment—and the other is the consequent ruthlessness which that induces.

Incentives are necessary but we refuse to believe that the only thing that will make a man give of his best is more money and more leisure.

MR. DOUGLAS WOODRUFF—FOR. I think the key sentence in the first speaker's speech was where he said that no one must have the power to take away liberty from others. He should then have pro-



PETER KIRK of Trinity College spoke second for the motion.

## FIRST AID for THANKSGIVING



A little Alka-Seltzer  
Saves a lot of fuss  
If our stomachs get upset  
Or headaches pick on us.

Yes, when an upset stomach  
Or headache comes our way,  
It's Alka-Seltzer for First Aid.  
Are we thankful? I should say.

**Alka-Seltzer**

All drugstores  
U. S. and Canada



## FAST RELIEF CORN

CALLOUSES, BUNIONS, SORE TOES!

The instant you apply Super-Soft Dr. Scholl's Zino-pads, painful shoe friction stops, pressure on the sensitive spot is lifted. You'll marvel, too, how these thin, soft, soothing, cushioning pads with patented Pinked Edge speedily remove corns, callouses when used with the separate Medications included.

No Other  
Pad Like It



**Dr. Scholl's Zino-pads**

NEW! Smart idea! **COTTON PICKER**  
Cosmetic Cotton  
For home permanents, cosmetics—gives you clean cotton as you need it! Special top holds wave lotion. Get it today.  
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**T-N-T  
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**FOR BEST RESULTS  
SHAVE WITH..**



No brush  
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Get Relief  
**QUICKER**

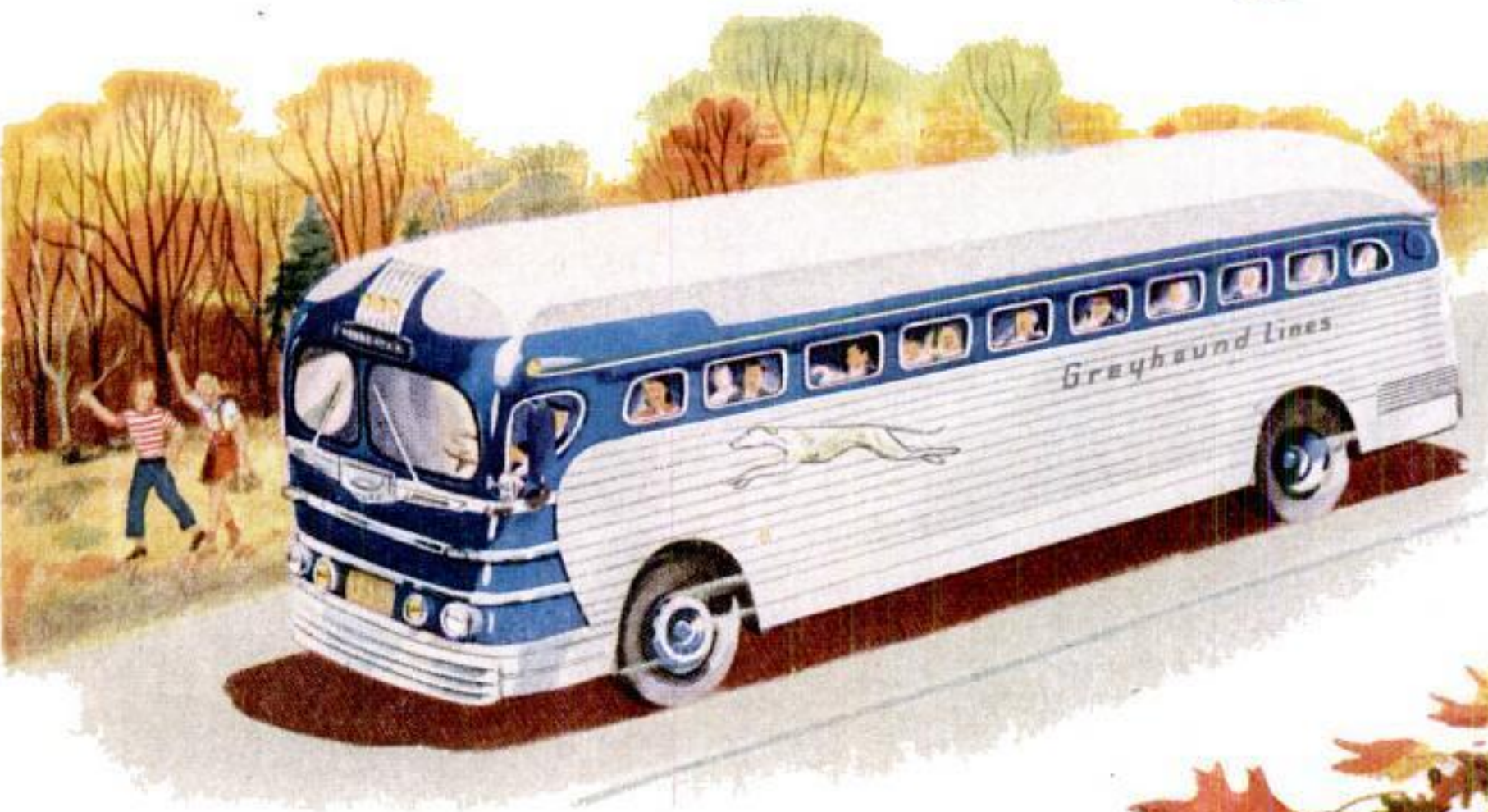
From Your Cough  
Due to a Cold

**FOLEY'S** Honey & Tar  
Cough Compound

CONTINUED ON PAGE 121



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**"Take a Trip" means  
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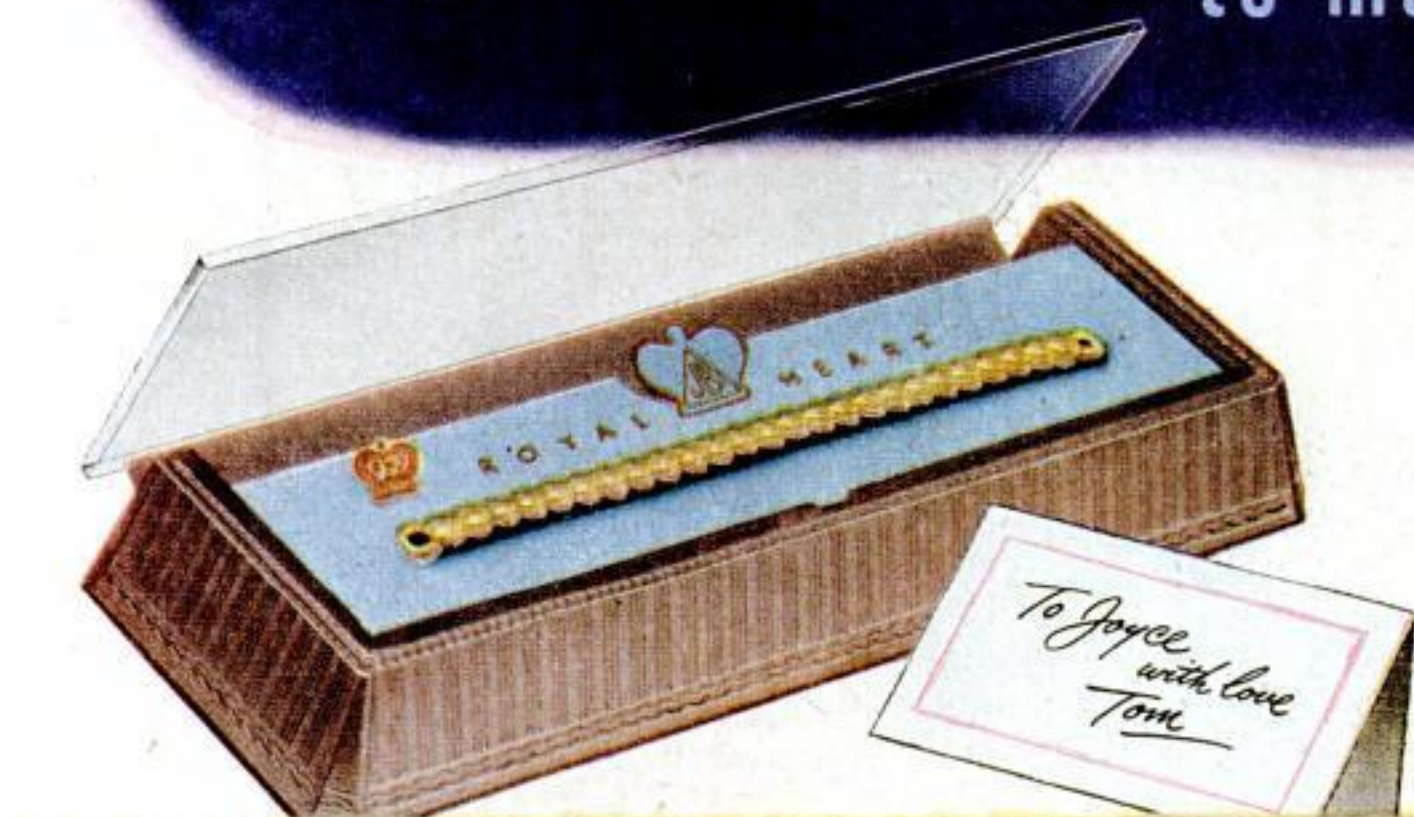
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**PERFECT FOR GIVING** because these new JB "Royal" Ladies' Watch Bands feature the revolutionary new END-O-MATIC\* End-Lock; fits 99% of ladies' watches. Attach it yourself in seconds . . . or your jeweler will gladly attach it for you. \*Patent Pending

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THE *Royalty* OF  
WATCH BANDS

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ceeded to deal with the real people who today do interfere with the liberty of others—the politicians, the civil servants, the bureaucracy. In Argentina they have just passed a law making civil servants gentlemen by act of parliament, making it an offense to speak disrespectfully about them. We have not reached that yet, because in this country we still fortunately live in the afterglow of a very different and liberal tradition in which civil servants and politicians have been taught to keep their place.

That was the greatest achievement of Victorian England. I was born under Queen Victoria. I am no idle and uncritical worshiper of her reign. I chose her Diamond Jubilee for my entrance, and we went on together for about four years, she ruling and I puling, and I howled and wept more under Queen Victoria than under any other sovereign. That early disabused me of the idea that rulers can do very much for the happiness of private persons.



DOUGLAS WOODRUFF was guest speaker for Conservatives.

We are rapidly reaching the position in this country where your only lifelong vital relationship is going to be with the state. It gets increasingly easy to get rid of your wife. [Laughter.] You have less and less responsibility toward your children, and they have less and less obligation toward you. But toward the state there is being built up this lifelong and intimate relationship—all recorded on card indexes: your educational history, your medical history, your employment history.

That is the pattern that is quite unmistakably taking shape in this country, and it has been immensely intensified by the devaluation crisis that has so suddenly descended upon us.

We have a great many advantages. We are the only European country that can export Scotch whisky. It is very natural that some ministers should say the whole solution of [the dollar crisis] is to export more Scotch whisky (even though that risks losing Scotland to the empire, in addition to what has already been given away), to export more pottery, because we shall have less need for cups and saucers and plates, and to export more textiles, and we will go about in the barrels from which we have long since consumed the liquor.

The figures of the growth of American productivity over the last 10 years are unique in the history of the world. It is the greatest and most triumphant vindication of the free society and free enterprise that there has ever been; and I think it is ill-mannered to express at one moment our great appreciation of the way the United States are carrying ourselves and the continent of Europe, and at the next to suggest that it is only done through sordid compulsions of ruthlessness and fear. Anyone who knows the United States knows that is not at all the position of industry in their country. ["Hear, hear."]

To my mind it is a very absurd spectacle seeing Sir Stafford Cripps and Mr. Harold Wilson [president of the Board of Trade] demanding more aggressive salesmanship, more of the spirit of the merchant adventurers—both those are favorite expressions of Mr. Wilson—men to go out to fight for trade in these very high-powered, difficult markets across the Atlantic and, when they get the trade and make the profits, to come back like faithful Fidos and lay the bones at the feet of the government, being kicked for making profits.

The liberties and the energies of the British people are intimately connected. The very same things that restrict their liberties depress their energies. I have a friend engaged in a long struggle to be allowed to have some timber for bookcases, and the authority questioned whether bookcases were necessary since books can be perfectly well stacked on their sides. When my friend said he would get a cricked neck, he was told, "Oh, of course, there is the Health Service." [Loud applause.]

It is these little things which make more and more people tempted to think that after all sleep is not taxed and while you are asleep you are outside the jurisdiction. That is a very serious point, espe-



CHRISTOPHER MAYHEW was guest speaker for socialists.

CONTINUED ON NEXT PAGE

# WE DOUBLE DARE YOU TO MAKE THE "MOLLÉ TEST"

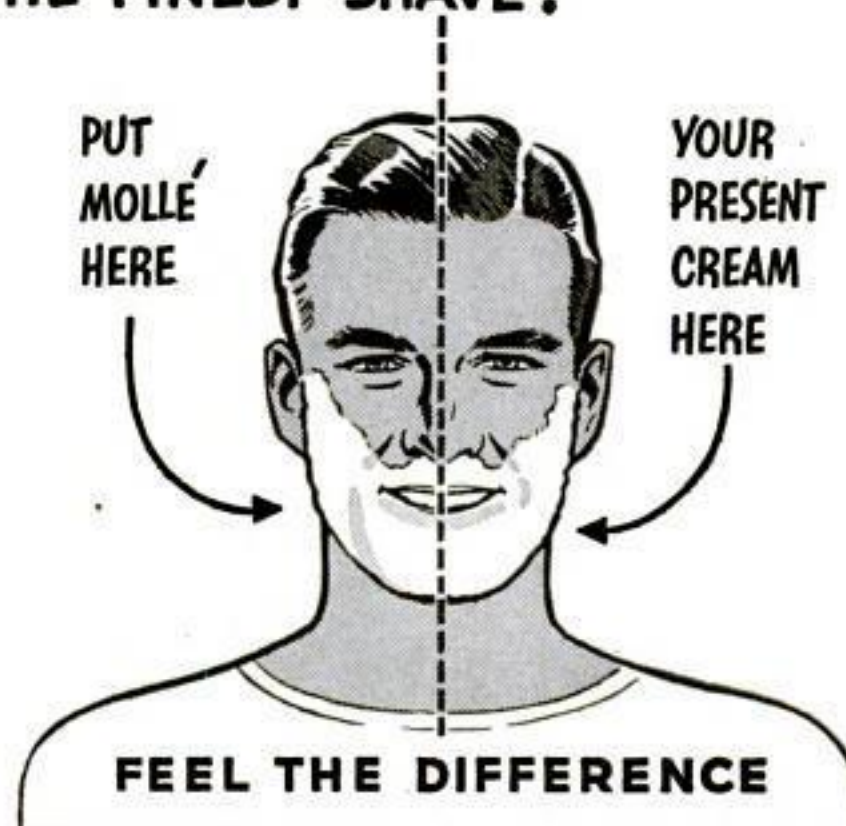
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featured in

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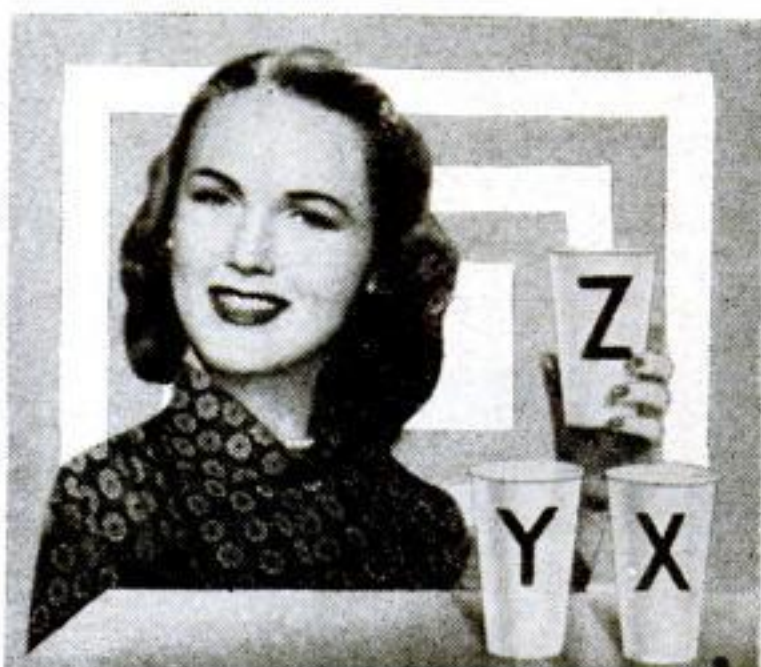
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"Now I always serve RC at home." Yes, RC is your best buy — in quality and quantity, too!



Only RC gives you all 3!

- (1) Cool refreshment
- (2) Two full glasses
- (3) Best by taste-test flavor

## WELFARE STATE CONTINUED

cially when you are dealing with the incentives not for the mass of the population, who have to earn a weekly wage, but for the other people, equally necessary for our industrial prosperity, at the managerial, at the owning level, who are tempted to think that the whole game of modern business in Britain is not worth the exertion, that it is a mug's game—if you win you are bound to lose and if you lose you are bound to lose.

I do not blame wholly the proletariat of this country for falling for false philosophies from Germany and France, but I do think that we must very much blame the universities and left-wing intel-



J. K. KYLE of Magdalen College was an unscheduled speaker.

lectuals who have for generations misled the proletariat. It is an easy game. It is a new and rather discreditable profession playing on the people's anxieties, encouraging their hopes, promising them something which is not in fact going to take place and which little by little is quite plainly turning into something else. What it is turning into is a plantation; and those who are doing it claim to be doing it for our material well-being, and they cannot even achieve their materialist standards. They are the planners of poverty and the salesmen of servitude.

MR. CHRISTOPHER MAYHEW—AGAINST. It is a dangerous precedent

that is being set by having cameras on the floor of the House of the Union Society. ["Hear, hear."] And American cameras too! Mind you, I am slightly comforted by the sure knowledge that no photographs of an all-male audience have much chance of ever being published in an American magazine.

I would like to correct a point of fact made by a previous speaker who said that some members of the Labor party wanted simply to ignore elections and stay in power. Now, Mr. President, that, I do assure the House, is simply not true. [Cries of "Good."] The Labor party are not opposed to fighting elections in principle. [Laughter.] The one result of the government's decision this morning [refusing the Conservatives' demand for an immediate general election] will be that very large numbers of Conservative candidates will have to wait a little longer before not getting in. The cup of defeat has been dashed from their lips.

The fear of the movers of the motion opposite really is not that socialism is undermining the energies and liberties of the people, but that socialism is undermining the British Conservative party. That is the real truth of the situation.

I am on this point challenging the Conservative party not to speak in generalities about economies and extravagances, but to give concrete instances. What did Mr. Eden say only yesterday at the Conservative party conference? Speaker after speaker had mounted the platform to ask their own leaders what the Tory policy was. According to the *Times*, Mr. Eden replied that questions were being asked about this, that or the other administration, some most important, like the defence services, and questioners must understand that, unless and until they had access to all the facts and all the information, it was impossible to tell them what their plan could be.

If he does not know the facts—and he criticized the administration at the present time—how does he know enough about the difficulties of our present situation, enough about what we are doing, about what we are not being able to do, without the facts, if he says he has not got all the information? There are Conservatives who are more specific—Lord Beaverbrook, for example. [Laughter.] The difference between Lord Beaverbrook and Mr. Eden is this, that Lord Beaverbrook exposes the barrenness of his mind while Mr. Eden conceals it.

One million seven hundred fifty thousand was the average number of persons unemployed in this country in the interwar years. That fact, I think, is perhaps the most striking fact when we compare the position today, which justifies us in saying that the energies of the British people are being mobilized by the Labor govern-



P. W. LOWELL of Magdalen opposed college mate Kyle (top).

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CONTINUED ON PAGE 124





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## WELFARE STATE CONTINUED

ment today in a way they were never mobilized by the Tory government in the past. [Applause.]

Now which exactly are the liberties which we are said to be undermining? I maintain that the principal liberty we are "undermining" which is worrying the Conservatives opposite is the liberty of businessmen in this country, the liberty of businessmen to direct the economic future of the country rather than the liberty of the people of Britain themselves through their representatives to direct that future. I maintain that our attitude in taking these great economic decisions out of the board room and into the meeting place where the voice of the people can be heard is an increase and not a decrease of the liberties of the British people.

[After the six principal speakers had been heard, a number of members were called by the president to speak from the floor.]

A few excerpts from the concluding speeches follow.]

MR. J. K. KYLE—FOR. The motion speaks of "socialism." I say that socialism is not confined to a single party in this country; it is a movement which, arising toward the end of last century, has permeated all the political parties of this country and is a primary element in British political life and is bound to remain so for a considerable period.

I think the first thing we have got to do is to make our minds perfectly clear and to resolve that, although all parties are permeated by socialist ideas, up to now socialism has been undermining the energies and liberties of the people.

MR. P. W. LOWELL—AGAINST. The point about socialism that I think is too often forgotten because, as the last speaker said, it is largely accepted by opponents as well, is the question of class antagonism in society.

A MEMBER. Mr. President, may I ask who has introduced this phenomenon to British politics? ["Hear, hear."]

MR. LOWELL. Mr. President, it has been introduced by all members of society, because it exists. This question of classes is a stark fact, and it is so now even after four years of Labor rule. You need only go from Christ Church five minutes toward the gas works and you will find the most wonderful antagonism between what could be and what is. As long as that exists it is no good for anybody to shout, "Sob stuff," "Emotional stuff," because we need just that in order to motivate the type of political action that is necessary. When once we realize that the differences are unpleasant and that those who are on an inferior social level will always be antagonistic to those who are more fortunate—

A MEMBER. Nonsense.

MR. LOWELL. I would like to ask the honorable member who shouts "Nonsense" whether he enjoyed the type of conditions that are enjoyed by these people in East Oxford. In that case I say he is a renegade, or he does not realize what he is talking about. [Cries of "Order."]

THE PRESIDENT. [After almost four hours of speeches the president called for a vote on the motion.] The House will proceed to a division. Honorable members voting for the motion will sit on the benches on my right. Honorable members voting against the motion will sit on the benches on my left. [A count was taken.]

THE PRESIDENT. There have voted for the motion, 365, against the motion, 214. I therefore declare the motion carried by 151 votes. [Applause.]



AT THE END OF THE DEBATE the tellers report the results of the vote to the secretary. On this occasion the antisocialists won by a large majority.

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And by all means try those mouth-melting DATES-IN-BLANKET (*illustrated near package*).

Stuff Dates with nuts. Wrap in thin pie-crust dough 3" x 1 1/4". Brush with cream. Bake 10-12 min. hot oven (450° F). If you like, frost and roll in chopped nuts. (*Be sure you use DROMEDARY Dates . . . the only ones juicy enough!*)

## DROMEDARY . . . because



Only the choicest Dates, the plumpest tenderest beauties are packed by Dromedary . . . the pick of the world's Date crop!

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**HIGH KICKS**, a must in every lavish Latin Quarter show, are aimed mostly at the out-of-town customers.

## FLESH & FUR

**Nightclubs lure the wary spender with more skin, including mink**

Nightclub owners, like businessmen all over the country, are having an increasingly tough struggle to pry loose the customers' reluctant dollars. In this dilemma the shrewdest of them are falling back on the never-failing floor-show ingredient—pretty girls who display as much flesh and as little covering as the law allows.

In New York by far the most successful exponent of this ancient formula is the Latin Quarter, long noted for its big, noisy, fast-moving, girl-filled shows. But when the club's newest show opened recently, even hardened New Yorkers came near to gasping. In one number (*above*) the girls wander amiably on stage in a dim blue light, wearing mere whispers of diaphanous net which create one of the most artful illusions of nudity seen for years in the city's night spots. Even the singers are required to show more than a voice (*pp. 128, 130*). None of New York's other big nightclubs matched the Latin Quarter's daring. But the Copacabana met the challenge with a display of inspired elegance. In its floor show the ladies of the Copa line (*right*) are decked out in fur pants—genuine mink.



**FUR PANTS** of blue mink are worn by Copacabana girls. Pants are satin-lined, cost about \$200 a pair.



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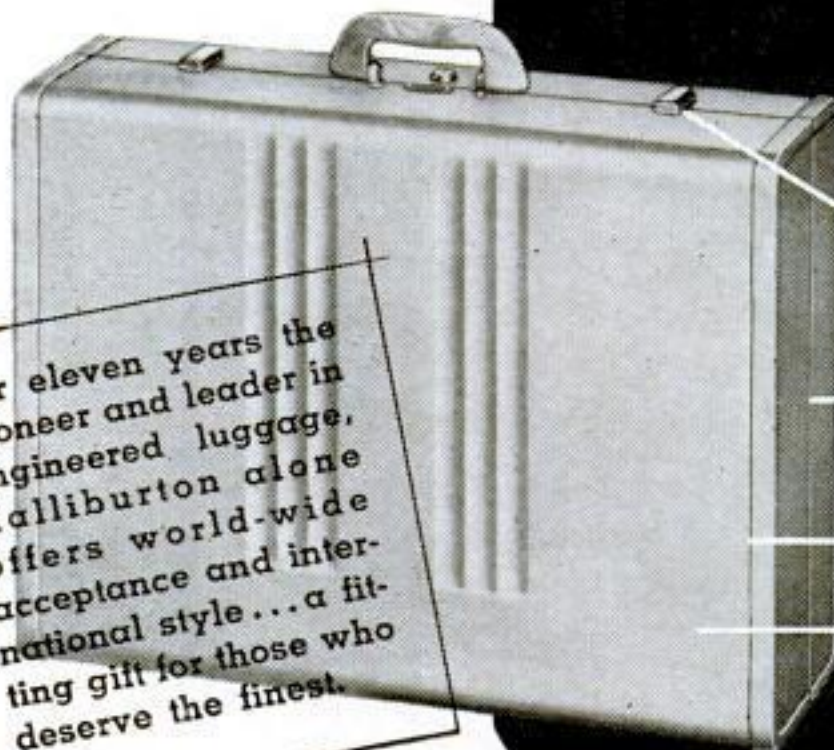
Corners reinforced inside by welded shock-plates; can't bulge, sag, or weaken.

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**SHAPELIEST SINGER** in town, the Latin Quarter's Linda Lombard, rests her legs after a tough night on-stage. The customers rarely remember her voice.



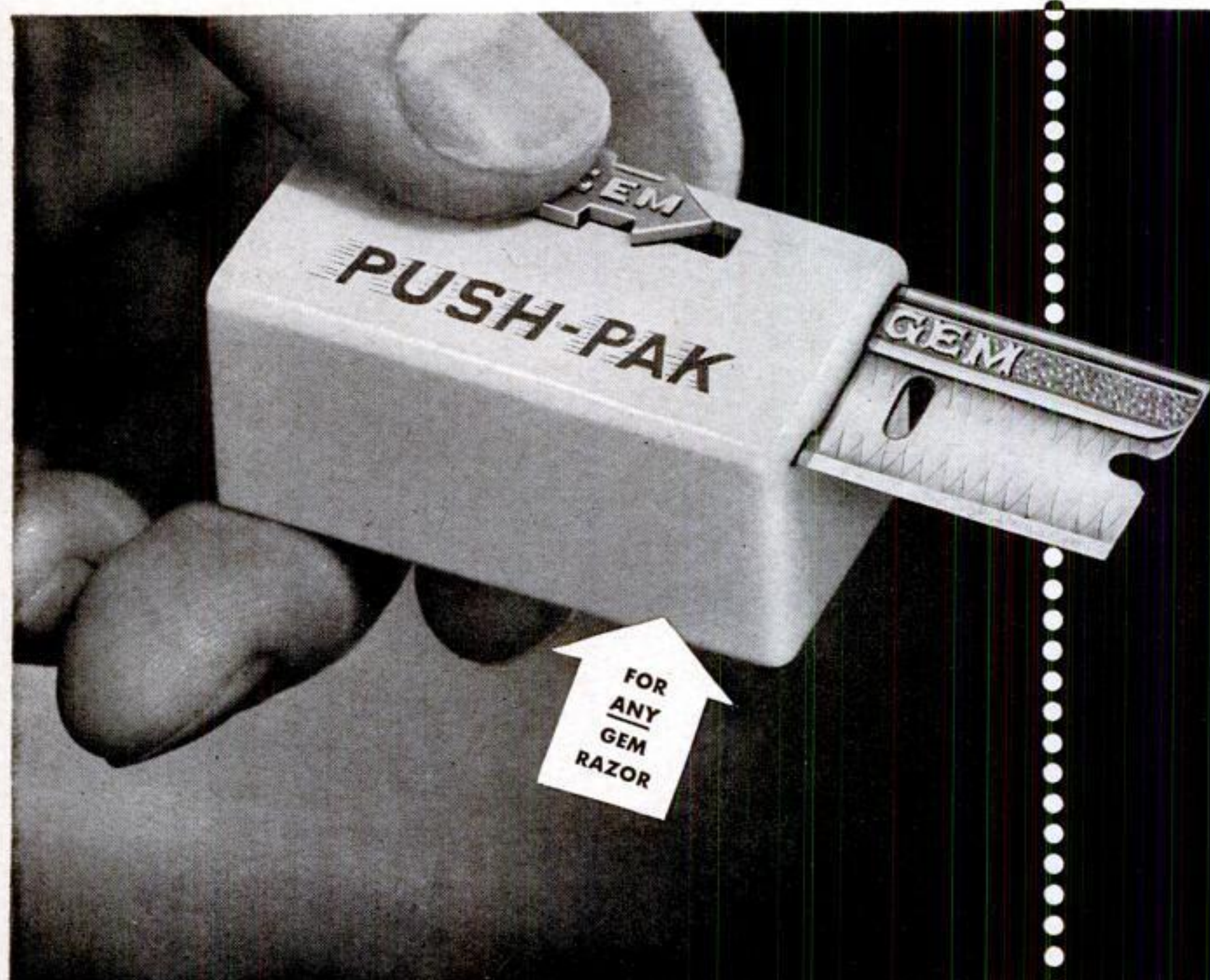
**SEAM STRAIGHTENER** Lombard, an Ohio girl who has been singing professionally five years, keeps figure with one big meal, three malted milks daily.

CONTINUED ON PAGE 130

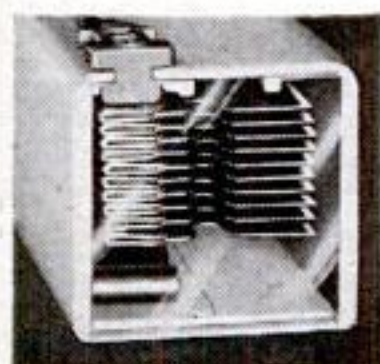


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**TWIST**—Gem opens and loads in a flash!

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5 pleasing flavors

## Flesh & Fur CONTINUED



**CROWD PLEASER** is Ernestine Mercer, who sings a sultry version of Cole Porter's classic *Love For Sale*. Added attraction is Miss Mercer's neckline, which keeps receding as a partner (left) keeps throwing stage money at her.



**CROWD TICKLER** is Frank Libuse's phony waiter act, one of the funniest and roughest in the business. Before irritated patrons catch on, Libuse swats them with a potted palm, beats them with celery and squirts water at them.

# Santa Suggests

## WEAREVER<sup>®</sup>

### PENNANT SET

Amazing Value  
**\$1.98**

CHOOSE THE POINT THAT SUITS YOU BEST

- Extra Fine
- Steno
- Flexible Fine
- Medium
- Broad

AT LEADING CHAIN, DRUG, STATIONERY & DEPT. STORES  
**DAVID KAHN, INC.**  
North Bergen, N. J. ©

## VARICOSE VEINS

Need Not Keep You From Having

*Sheer Leg Beauty*

● Bulky elastic stockings are unnecessary. Remarkable Bell-Horn Tropical Weight Elastic Stockings give strong, required support for varicose veins and similar leg ailments, yet are entirely unnoticeable under sheer silk or nylon hose. At Department, Surgical or Drug Stores.

MAIL COUPON FOR FREE BOOKLET TODAY



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**BELL-HORN**  
*Tropical Weight*  
**ELASTIC STOCKINGS**

BELL-HORN, 451 North 3rd St., Philadelphia, Pa.  
Send me helpful FREE BOOKLET: "NEW FACTS ABOUT VARICOSE VEINS AND BEAUTIFUL LEGS."

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

AMERICA'S LEADING MAKERS OF SURGICAL HOSIERY FOR OVER 100 YEARS





*There's nothing like it...*  
*absolutely nothing*

Horses racing, hounds in full cry—and finally a "Tally Ho" for Budweiser.

As you lift its brimming, bubbling goodness to your lips, each sip tells you that here's taste appeal unmatched by any other beer.

Live life...every golden minute of it. Enjoy Budweiser...every golden drop of it.

ANHEUSER-BUSCH, INC.  
ST. LOUIS



**Budweiser**

There's more Budweiser now—and there will be still more as our vast expansion program continues.





PERFECT PARTNER FOR FAMILY FUN!

# "fresh up" with Seven-Up!



## BE A "FRESH UP" FAMILY!

It's a mighty gay evening when Gramps tunes up his fiddle and calls the turns. There's wholesome fun a-plenty for every age! And between dances, there's added pleasure as they all "fresh up" with cheerful 7-Up—the crystal-clear, all-family drink. So pure, so good, so wholesome for everyone, 7-Up quenches thirst completely as it tempts the taste with its fresh, clean flavor and lively good cheer.

Invite sparkling 7-Up to join your family fun soon. But order enough! You'll all be 7-Up "Steadies." Ask for a case wherever you see those bright 7-Up signs.



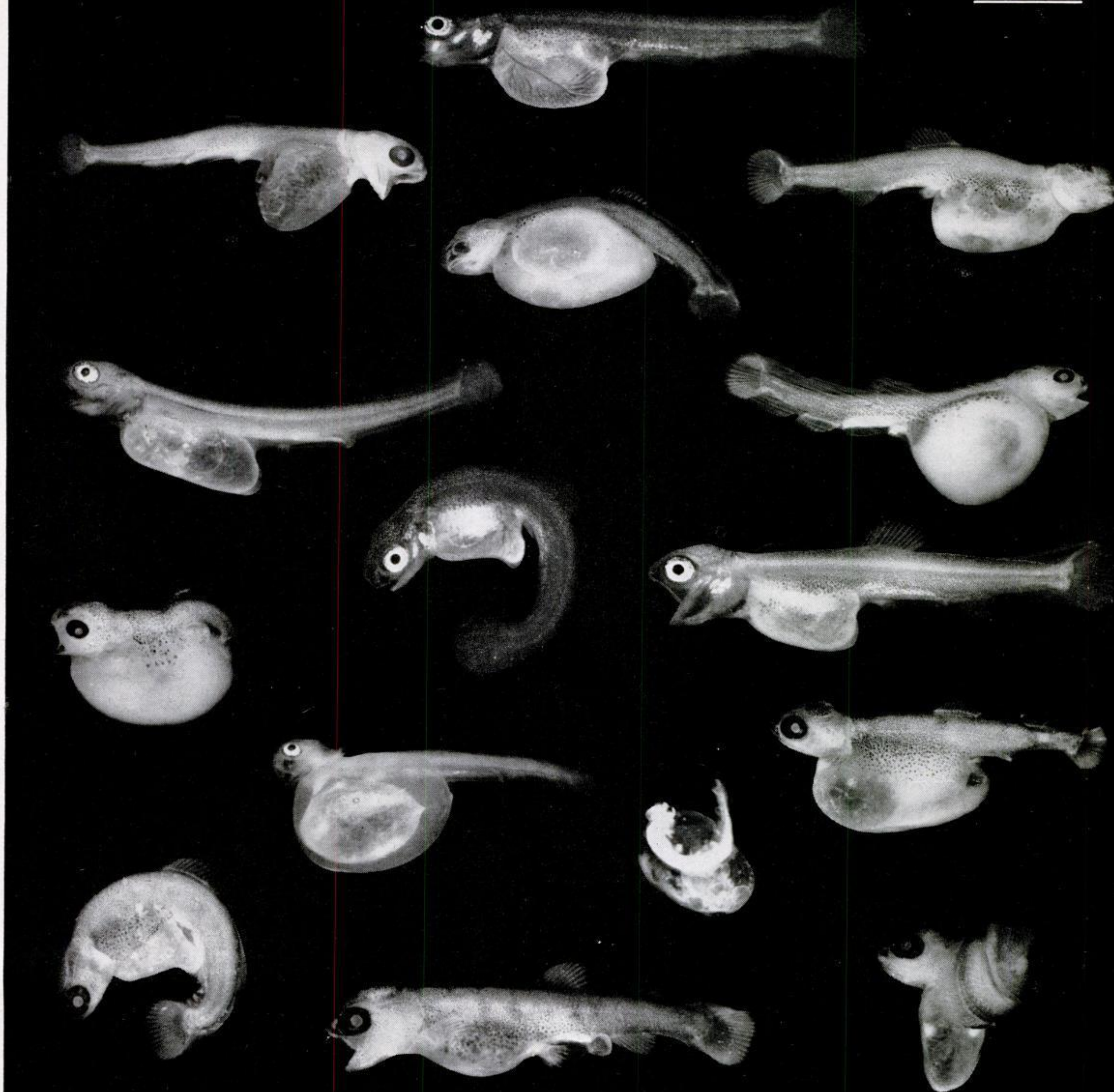
*You like it... it likes you!*



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by The Seven-Up Company

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THE OFFSPRING OF IRRADIATED FISH ARE HATCHED WITH TWISTED, SWOLLEN OR SHRIVELED BODIES. NORMAL BABY TROUT IS SHOWN AT TOP FOR COMPARISON

## DEFORMED FISH REVEAL RADIATION EFFECTS

The array of monstrous little creatures shown above is sobering evidence of the frightful genetic consequences which could follow an atomic explosion. These ugly, misshapen animals are baby rainbow trout. Untouched by atomic radiation themselves, they are the offspring of adult fish which were exposed to rays similar to those released by nuclear fission. The bulging bellies are normal; they are yolk-filled sacs which nourish the baby fish. But the twisted tails, the curved spines, the blinded

eyes and malformed jaws are the horrid legacy of radiation.

Both the direct results of radiation (*p. 136*) and its delayed genetic effects on animal life are being studied at the University of Washington under a grant from the Atomic Energy Commission. Fish are used because they react to radiation in much the same way as higher vertebrates—including humans. Also mating can be controlled completely. They breed rapidly and produce vast numbers of

young. Five years of tests have shown that radiation produces no abnormalities that do not occasionally show up in nature. But irradiated parents produce a much higher percentage of malformed offspring—as high as 59% following an X-ray dosage of 1,000 roentgens. No useful mutations have appeared, and none is anticipated. Biologist L. R. Donaldson, director of the study, explains, "So far as we know we're not getting any good characteristics. You can't add when you are subtracting."





*Klondike Last*

Style 2508  
Brown Scotch Grain  
Heavyweight Sole  
Leather Heel

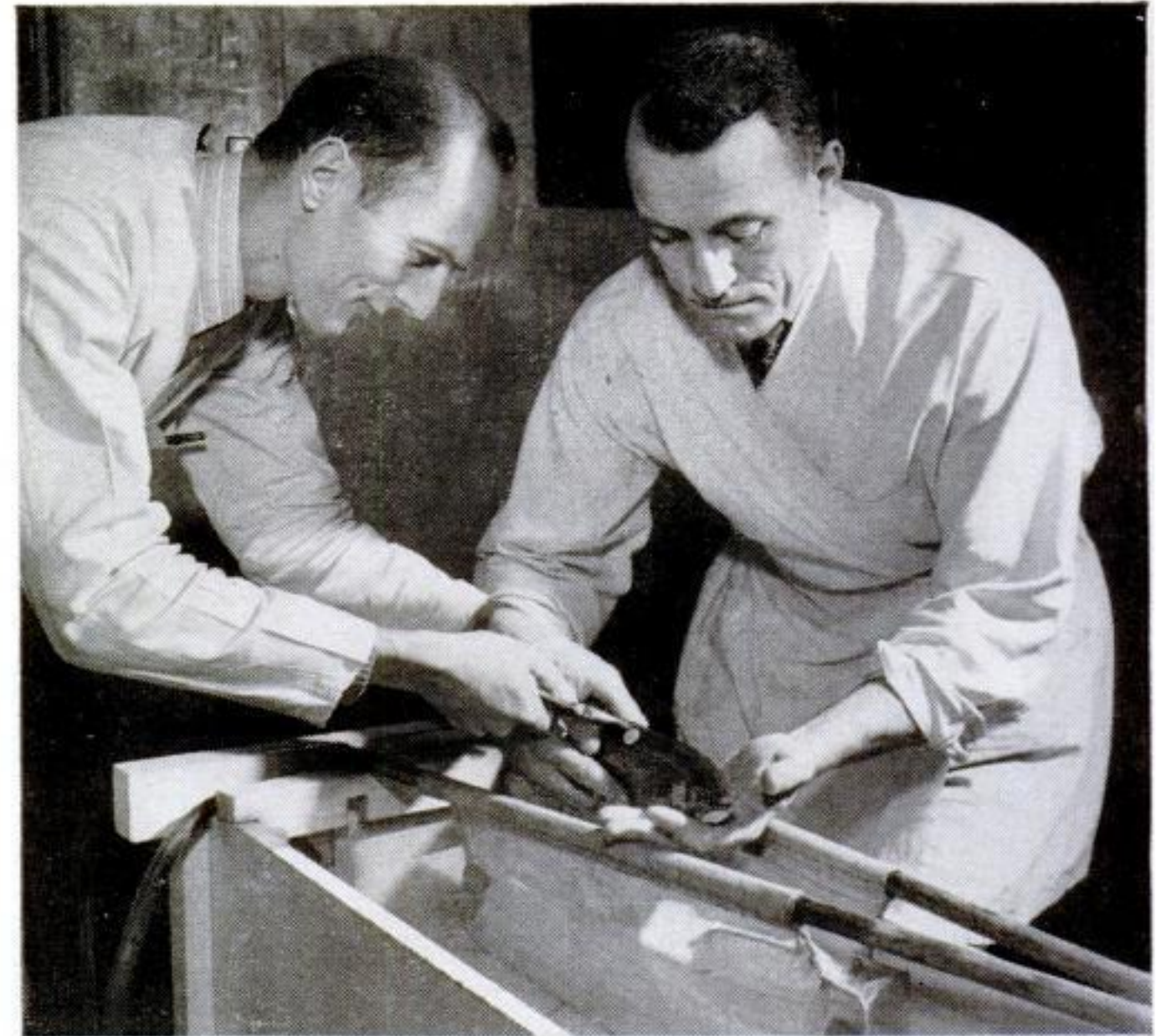
MOST STYLES  
\$1595 to \$1995

## Only a Short Step to Nunn-Bush *Satisfaction*..Why Not Take It?

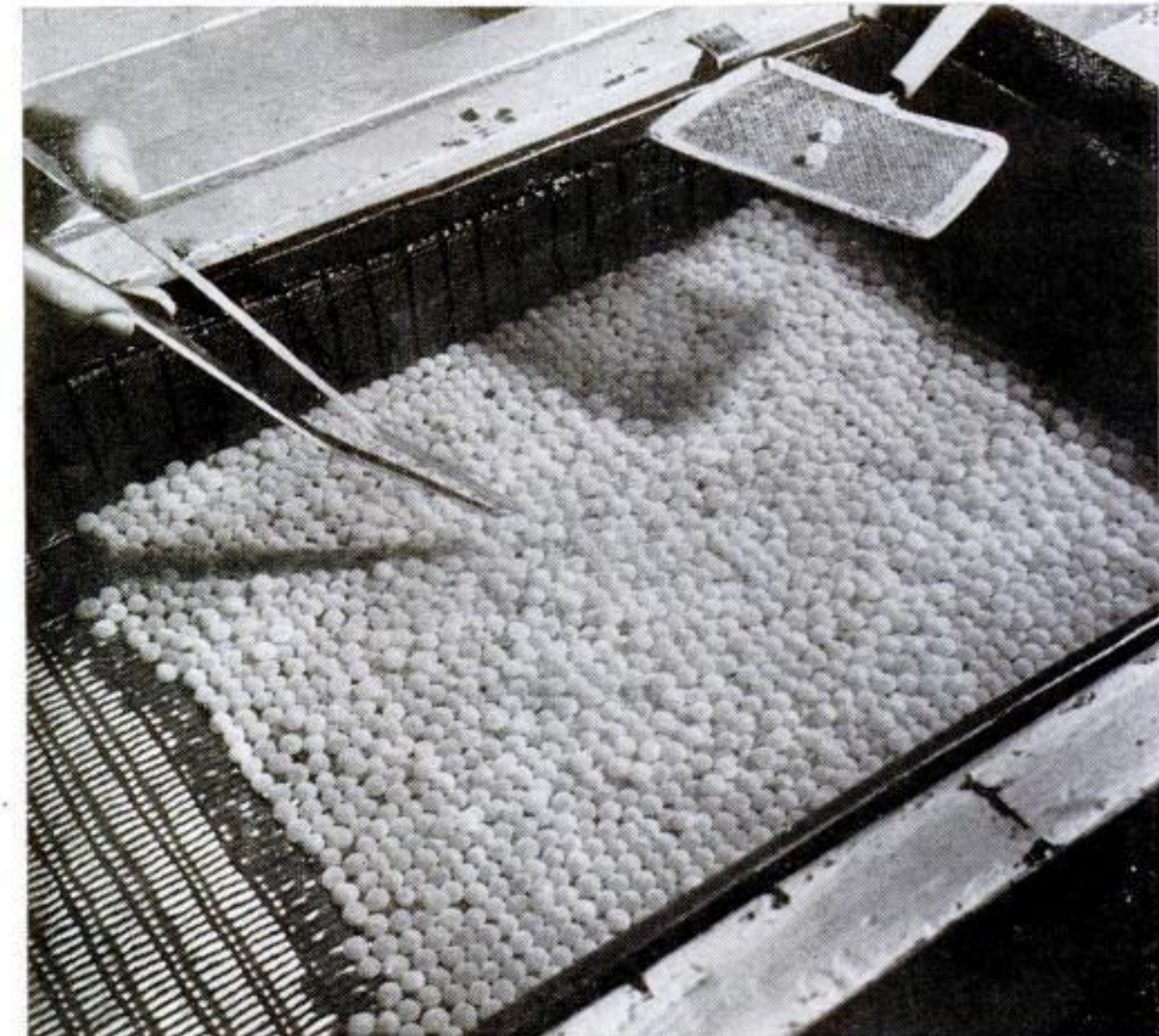
You pay only a little more for Nunn-Bush shoes . . . but what a difference in satisfaction that little more buys! It is necessary to *experience* Ankle-Fashioning before you can know the advantages Nunn-Bush shoes offer in greater comfort and added miles of smartness. Discover for yourself what Nunn-Bush has accomplished by striving earnestly to build the world's most *satisfying* shoes for men!

See Your Local Nunn-Bush Merchant  
NUNN-BUSH SHOE COMPANY • Manufacturers • MILWAUKEE 1, WISCONSIN

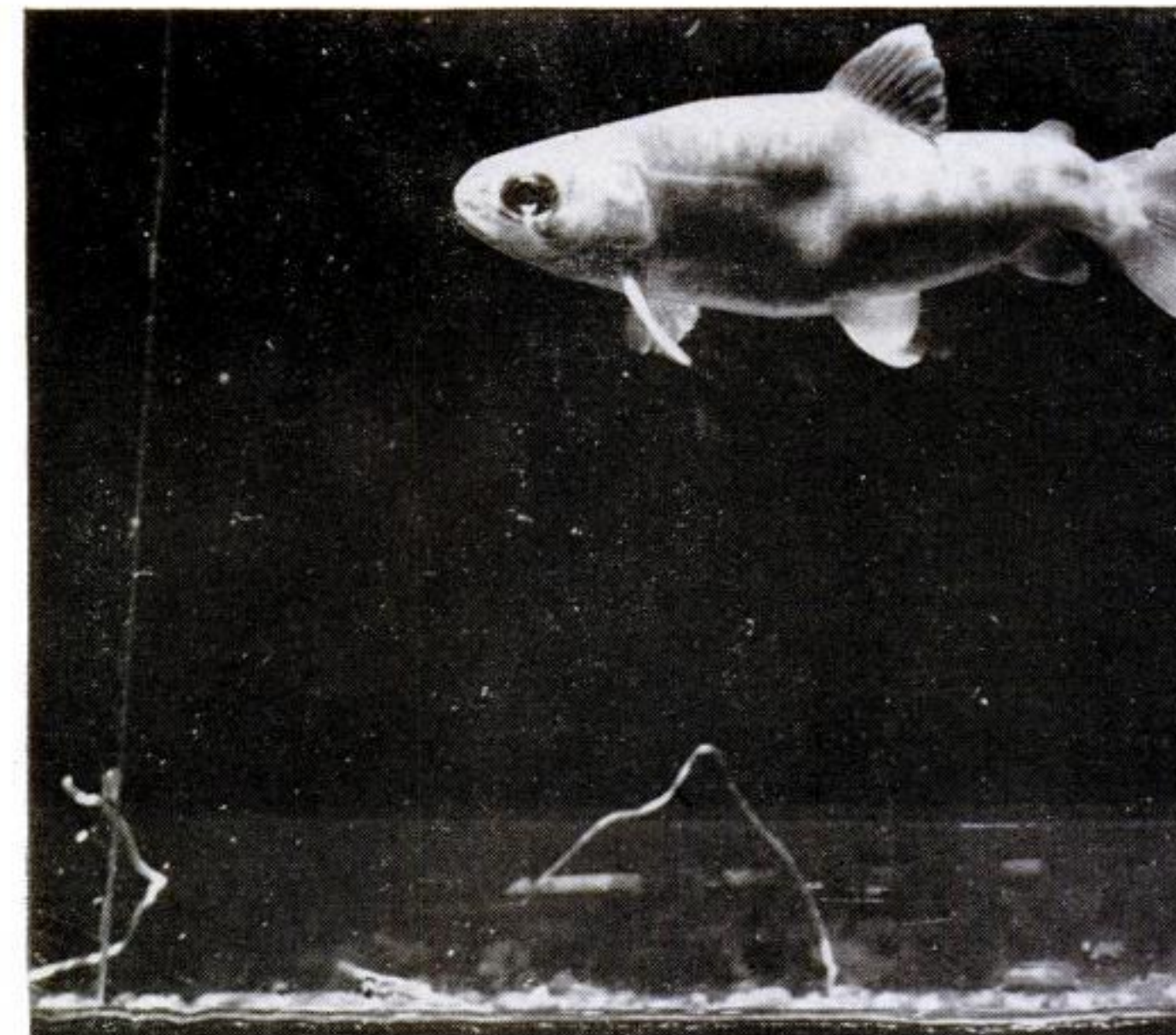
## Radiation Effects CONTINUED



**TROUT IS TAGGED** at time of irradiation with Celluloid disk which indicates X-ray dosage. Sling in water trough keeps fish in position during exposure.

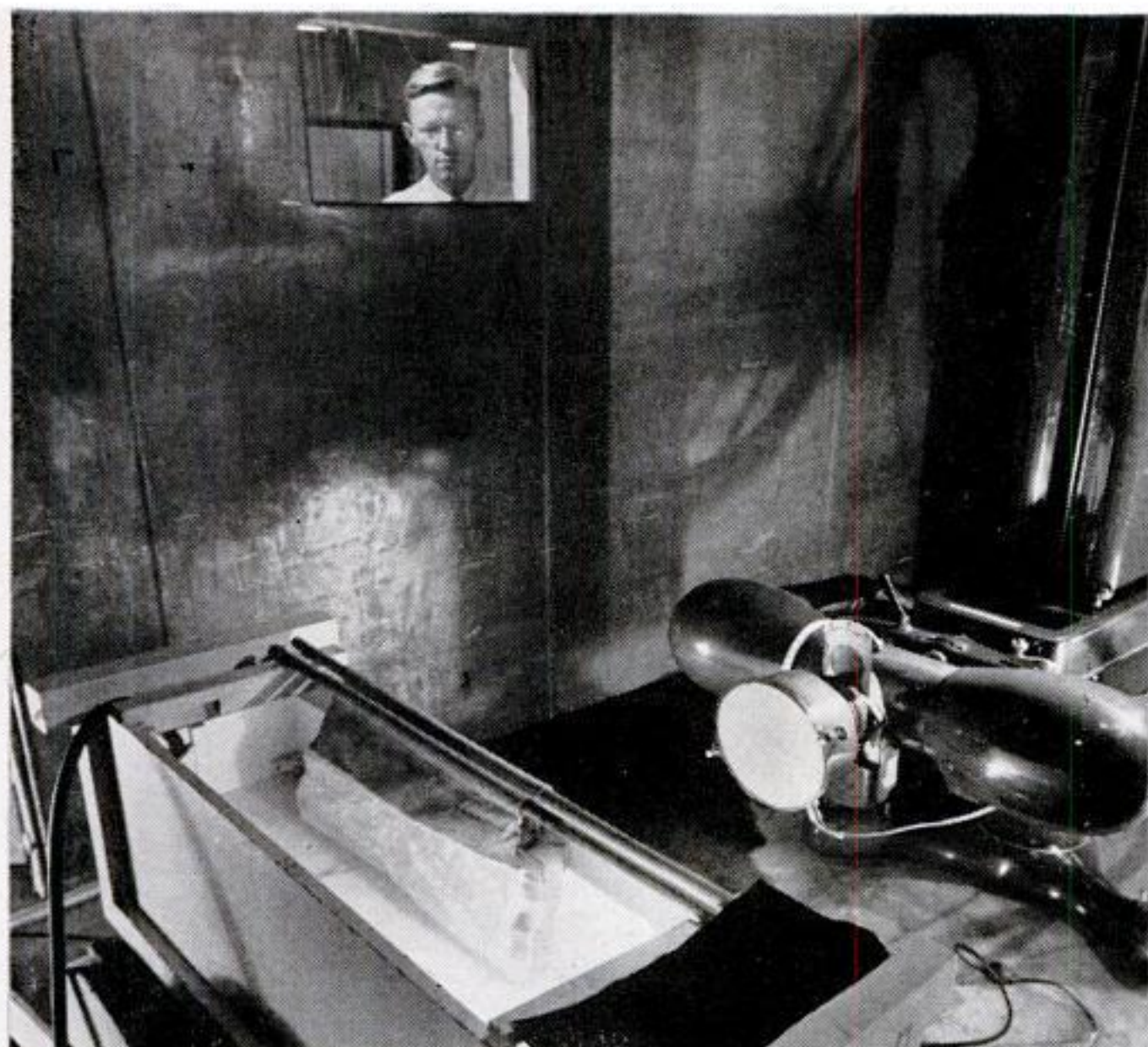


**DEAD EGGS ARE REMOVED** from incubator in which fish are hatched. The eggs are milked from females and artificially fertilized with male sperm.

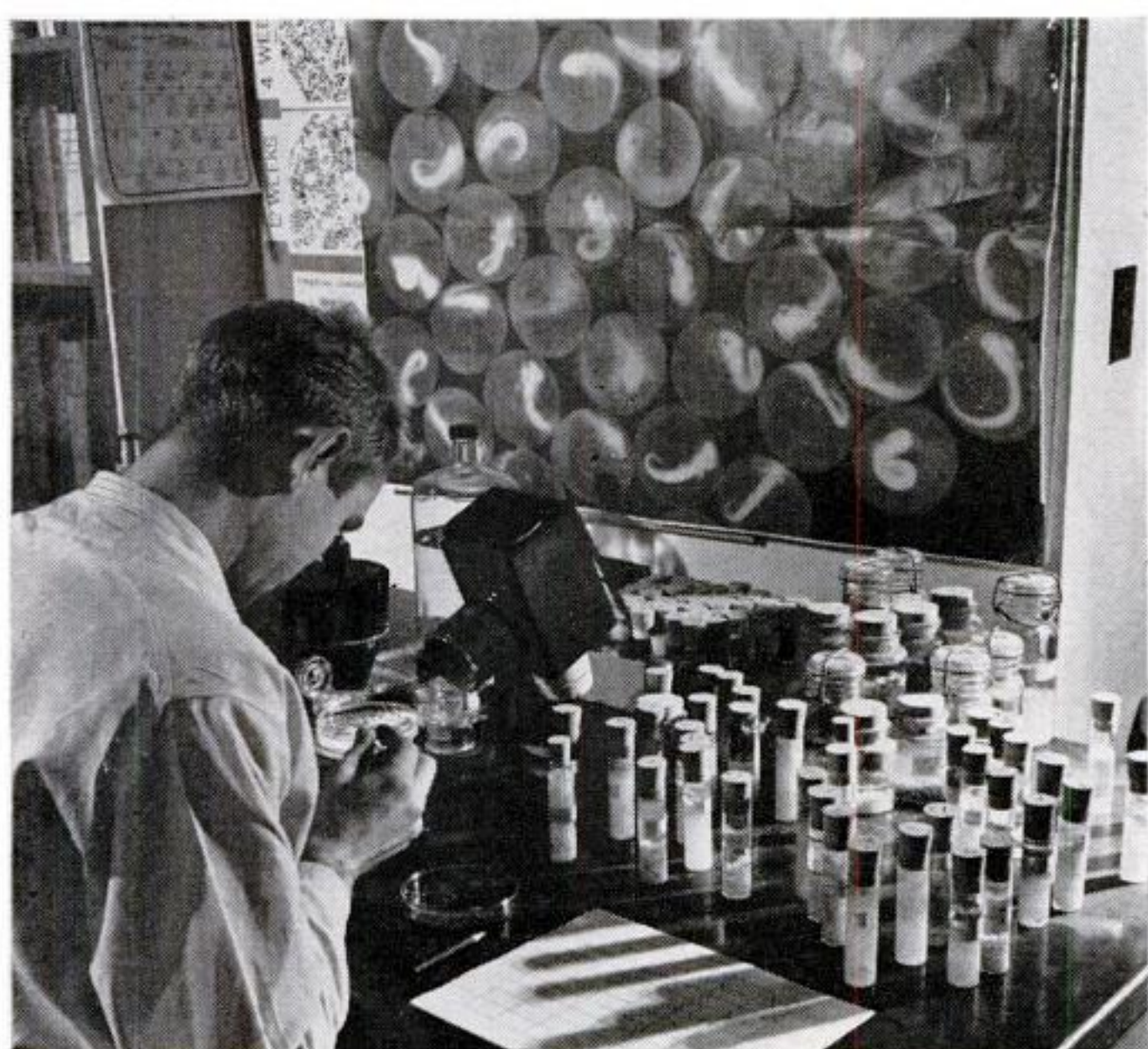


**CROOKED FINGERLINGS** are examples of long-term effects of radiation. Their great-grandparents had been exposed to X-rays but suffered no visible

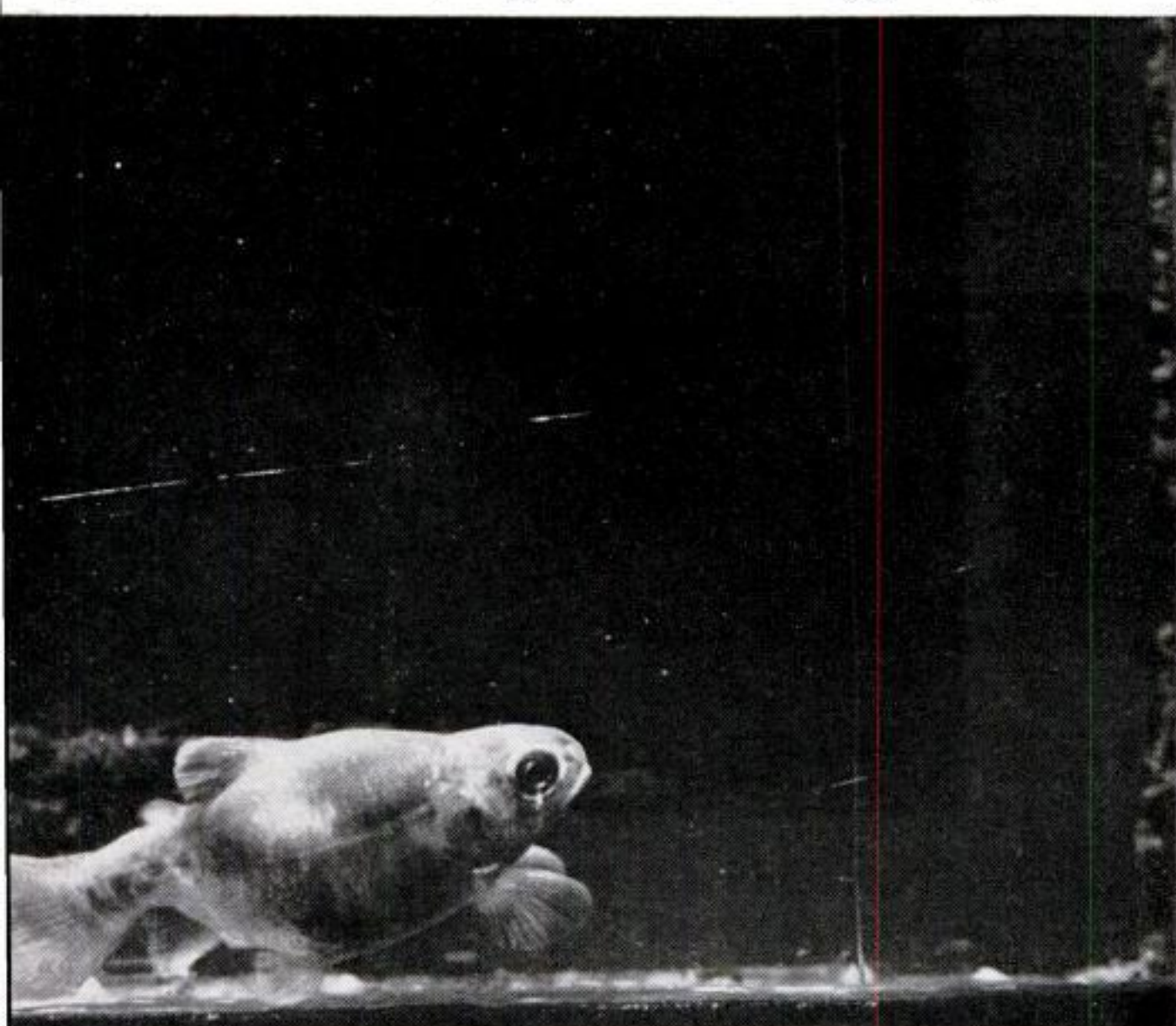




**FISH IS IRRADIATED** with beam of X-rays from machine at right. Radiologist stands at controls outside lead-lined room and watches through window.



**EGGS ARE STUDIED** under a microscope, and number of deformed embryos is noted. On wall is photograph of embryos in eggs, enlarged 28 times.



damage. Their grandparents and parents were apparently normal but carried genes whose mutations have now shown up in these fourth-generation fish.

CONTINUED ON NEXT PAGE



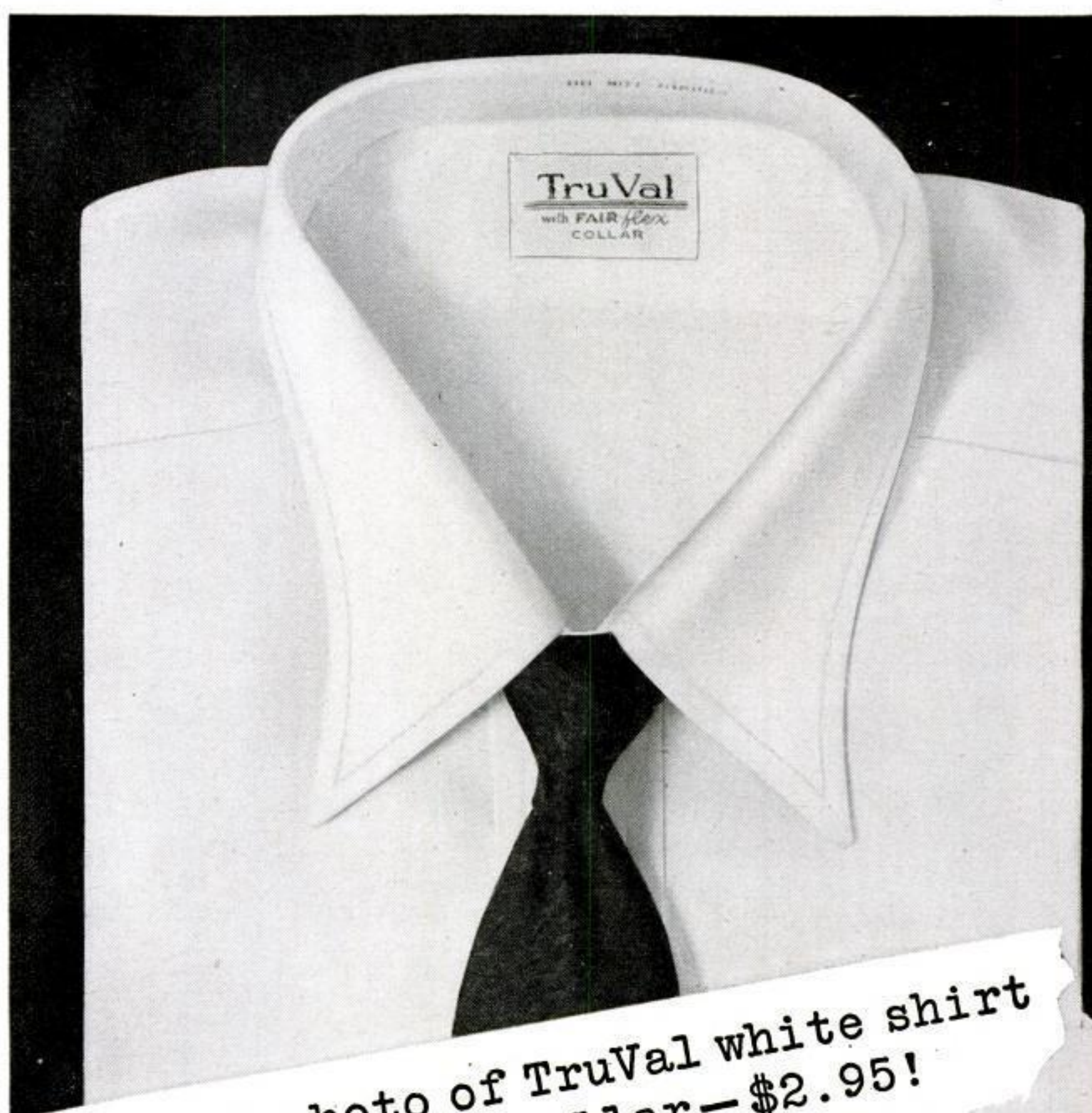
## "Men have waited for shirt values like these!"

*Says Joseph A. Mamola, Buyer, Sangers Dept. Store, Dallas, Texas*

The softest, finely woven, luxury fabric gives your TruVal shirt that rich look and feel. Expert, flawless tailoring to the last detail gives you that perfect fit for greater comfort. And the price is far less than you've always had to pay for the same custom-type quality!

Newly developed production meth-

ods, huge purchasing power and ever-increasing acceptance and sales. That's how TruVal is able to give you more value per dollar than any shirt on earth! See your neighborhood TruVal dealer today for the finest quality, most complete line of shirts, sportswear, jackets and pajamas.



**Actual photo of TruVal white shirt with long-life collar—\$2.95!**

Made of fine, selected combed yarn.  
Collar guaranteed to outwear shirt body.  
Buttons stitched 16 times to stay.  
Sanforized (maximum shrinkage 1%).  
Shirts \$1.95, \$2.50, \$2.95, \$3.50, \$3.95. Sportswear from \$2.95.  
At men's stores and department stores from coast to coast.

**More value per dollar than any shirt on earth!**



# TRUVAL

SHIRTS PAJAMAS SPORTSWEAR

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**Jimminy Christmas!**

EVEN SANTA'S CAUGHT  
THE *Western* SPIRIT

WITH

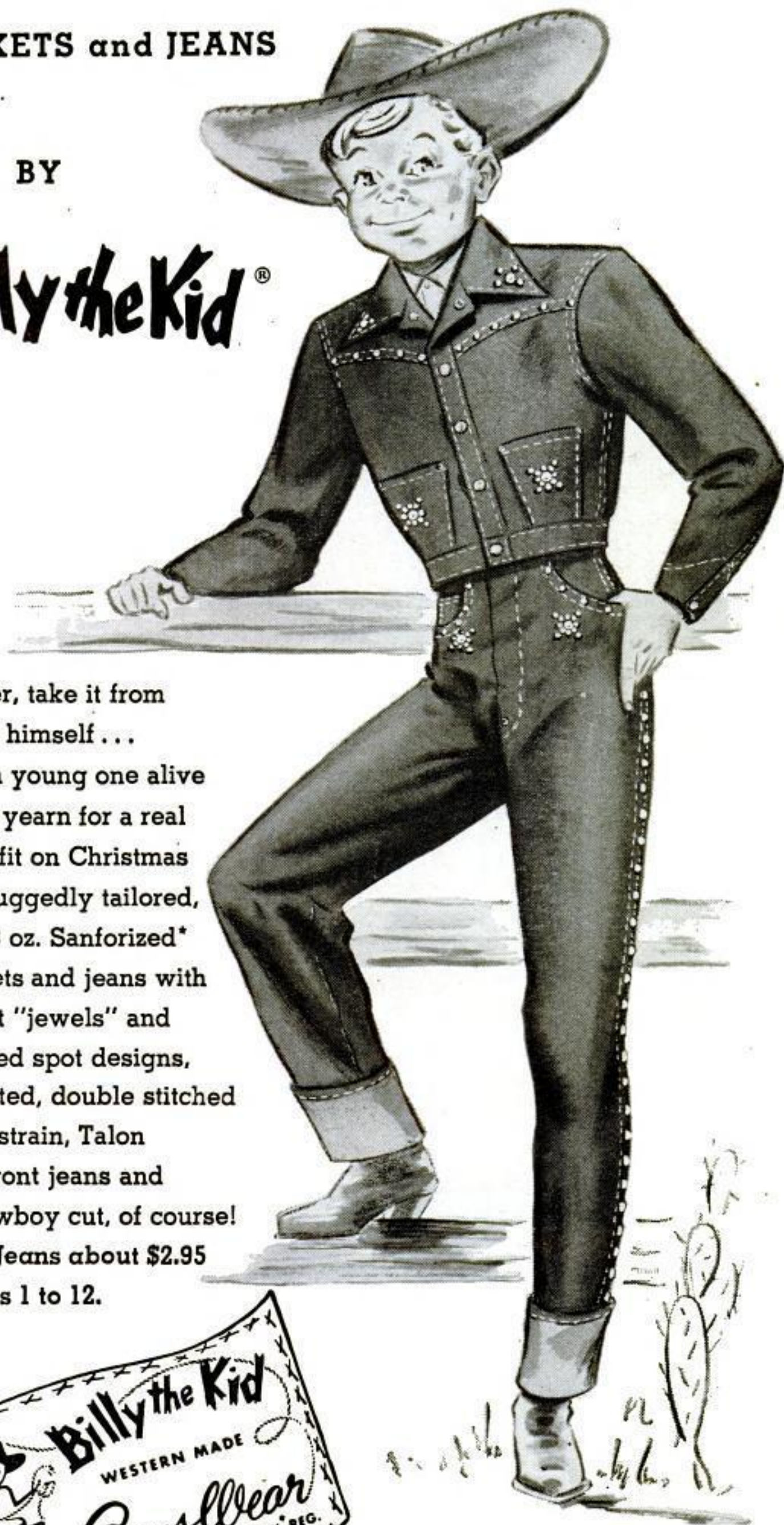
**EL PANCHITO**

**"Jeweled" Denim**

JACKETS and JEANS

BY

**Billy the Kid®**



Yep, pardner, take it from old St. Nick himself . . . there's not a young one alive that doesn't yearn for a real western outfit on Christmas morning. Ruggedly tailored, washable, 8 oz. Sanforized\* denim jackets and jeans with fancy bright "jewels" and silver colored spot designs, copper riveted, double stitched at points of strain, Talon zipper fly front jeans and genuine cowboy cut, of course! Jacket and Jeans about \$2.95 each in sizes 1 to 12.



Ask for them in the boys' shop at your favorite department or specialty store or write for name of your nearest dealer to:

**Billy the Kid EL PASO, TEXAS**

\*Shrinkage not more than 1%

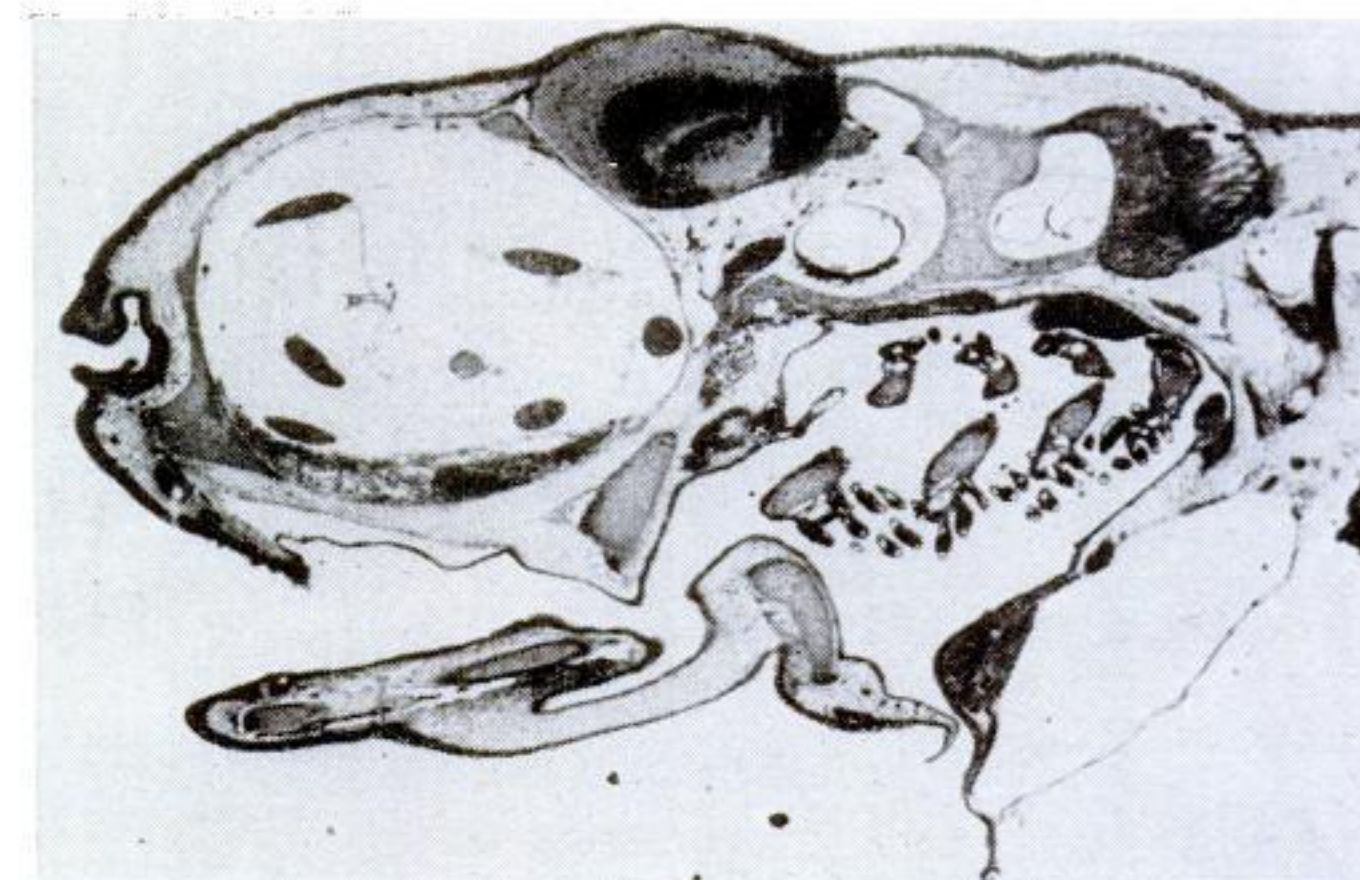
**Radiation Effects** CONTINUED



**NORMAL HEAD** of a 40-day-old salmon is shown in microscopic cross-section above. Radiation effects on other fish of same age are illustrated below.



**UNDERDEVELOPED GILLS**, shown at lower right, are the result of 500 roentgens of radiation administered when salmon was in its embryonic stage.



**DEFECTIVE JAW** resulted from 1,000 roentgens of radiation. Fifty percent of salmon which received this large a dose died within four months after birth.



**MALFORMED HEAD** with underdeveloped jaw and eyes is product of 2,500 roentgens of radiation. Salmon would not have lived much more than 40 days.



*This whisky is distilled by us only,  
and we are responsible for its richness  
and fine quality. Its elegant flavor  
is solely due to original fineness  
developed with care. There is  
nothing better in the market.*



Orchid key: Left—Lavender Hybrid • Center—White Hybrid • Rear—Hybrid Brasso • Photo by Roy Carlson

*AS IT SAYS ON THE LABEL:*

*"There is nothing better in the market"*

100 PROOF • BOTTLED IN BOND • BROWN-FORMAN DISTILLERS CORPORATION • AT LOUISVILLE IN KENTUCKY

© 1949—B. F. DIST. CORP.

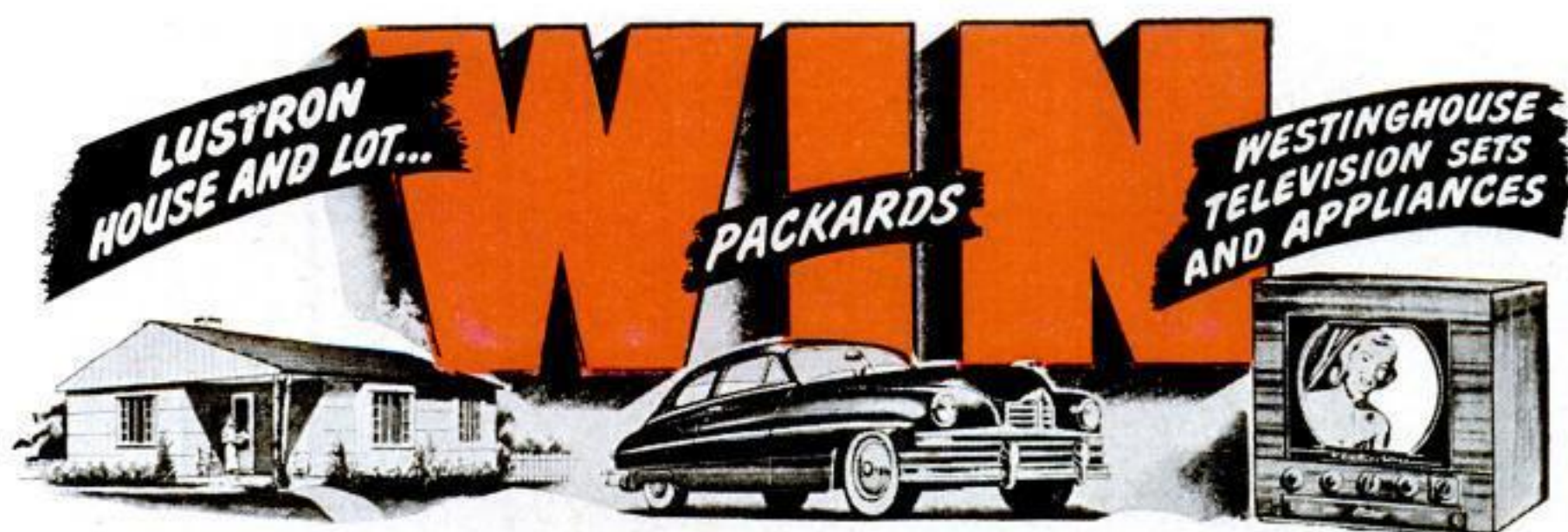


They look alike...but there's a Big Difference



# Buy DURKEE'S <sup>own</sup> Grade AA

PROVE IT YOURSELF...



## Grade AA Contest Rules

1. This is a Durkee Margarine naming contest, starting October 10th and ending December 10th, 1949. Contestants are to submit names which, in the opinion of the judges, are appropriate for Durkee's own Grade AA Margarine.
2. The 27 names which are judged to be most appropriate and original, will win prizes.
3. No names submitted will be considered for a prize unless accompanied by the part of the Durkee Margarine carton which shows the Grade AA stamp (or a reasonable facsimile).
4. Each contestant may submit as many names as desired. However, each must be on a separate sheet of paper on which must appear complete name and address of sender, and the name and address of the store which supplies your Durkee Grade AA Margarine. Also, each name submitted must be accompanied by the Durkee Grade AA stamp (or a reasonable facsimile).
5. The 27 winners will be announced in Life Magazine during January. They will also be notified individually by mail.
6. The decision of the judges will be final. Duplicate prizes will be awarded in case of ties. No entries will be returned but will become the property of Durkee Famous Foods.
7. Employees of Durkee Famous Foods, their advertising agencies, contest judges and families cannot participate.
8. All entries must be postmarked before midnight December 10, 1949, and mailed to Durkee Famous Foods Contest, Post Office Box 1080, Chicago 77, Illinois.

9. All entries will be judged by the R. L. Polk & Company, Chicago, Illinois, whose decisions will be final.
10. It is understood that in the event that a first prize award is made to a resident of a community where restrictions or other conditions prevent the erection of a prefabricated house, Durkee Famous Foods reserves the right to make the alternate first prize award of \$10,000 in cash to the winner.

### HERE'S ALL YOU DO

#### It's Easy!

Send in the GRADE AA Stamp (or reasonable facsimile) from a package of Durkee's New Grade AA Margarine, together with a letter (or the official entry blank from your grocer) upon which you have written the name you wish to submit. Mail to Durkee Famous Foods Contest, P. O. Box 1080, Chicago 77, Illinois.



## ENTER DURKEE'S NEW MARGARINE NAMING CONTEST—

**\$26,000 IN PRIZES**  
TO 27 WINNERS

- |   |   |
|---|---|
| (1st) <b>LUSTRON HOUSE</b> . . . VALUE \$15,000<br>(*delivered and assembled) | } <b>OR</b><br><b>\$10,000</b><br><b>CASH</b> |
| <b>AND LOT</b> . . . . . \$1,000  |   |
| (2nd) <b>PACKARD "STANDARD" 4-Door Sedan</b> **<br>(delivered)                |   |
| (3rd) <b>PACKARD "STANDARD" 2-Door Club Sedan</b> **<br>(delivered)           |   |

and 24 other valuable prizes consisting of:

- 5 WESTINGHOUSE TELEVISION SETS  
(10" Screen) with NEW ELECTRONIC MAGNIFIER
- 6 WESTINGHOUSE ELECTRIC RANGES  
Model ES 64-49
- 4 WESTINGHOUSE LAUNDROMATS  
Model L-4
- 4 WESTINGHOUSE REFRIGERATORS  
7-ft. DeLux Model
- 3 WESTINGHOUSE ELECTRIC COMFORTERS
- 2 WESTINGHOUSE ELECTRIC ROASTERS



\*See Rule No. 10.

\*\*Winners of the Packard automobiles will be allowed selection of colors and special rates on Packard accessories.



# GROUCHO'S GARLAND OF GAGS

They come in many colors, including off

In recent weeks there has been blowing through the nation's radios a fine, fresh blast which seems for a brief half hour to clear the air of the contrived humor, the awkward byplay and the syrupy repartee. Groucho Marx is back again, as brash, as spontaneous and as insulting as ever. When a badly battle-scarred wrestler came on, Groucho asked him, "Is it true you fellows fake most of your matches?" "That's an ugly rumor," shouted the wrestler. Peering demurely over his glasses at the face before him, Groucho asked, "How many ugly rumors have you wrestled lately?"

This is the kind of thing which last spring earned Groucho a Peabody Award, radio's equivalent of a Pulitzer prize.

Groucho's show, *You Bet Your Life* (CBS, Wednesday nights), is the only giveaway show in the world whose enormous popularity is based 80% on pure entertainment and 20% on loot for the contestants. Groucho toils assiduously in a home-grown ribald garden of gags, lovingly sowing a few in advance to sprout later in uproarious bloom. But most are on-the-spot inventions with which he badgers contestants throughout most of his half hour on the air.

The insults are direct and paralyzing. To a tongue-tied contestant he muttered, "Either this man is dead or my watch has stopped." To another he said thoughtfully, "I never forget a face, but in your case I am going to make an exception."

When he starts out like this or greets a tree surgeon with, "Tell me, have you ever fallen out of a patient?" Groucho generally gets himself and the contestant into a lopsided conversation which goes along a rocky path of preposterous *non sequitur* into a region of utter conversational chaos—such as the following passage:

GROUCHO. So you're a housewife. What does your husband do?

HOUSEWIFE. He's an annealer.

GROUCHO. Does he walk around on his knees at home?

HOUSEWIFE. No, he walks around in his shorts.

GROUCHO. How did you meet your husband?

HOUSEWIFE. Well, he delivers my worms.

GROUCHO. What?

HOUSEWIFE. I read a book and it told about this worm hobby, you know, and we lived on a lake and we used to fish in the winter through the ice and we always ran short, anyway I thought it would be nice to have all the worms we needed, then we could sell what we have left over, two dozen for a quarter, so . . .

GROUCHO. Do you ever crack apples and get worms out of them?

HOUSEWIFE. No, that isn't my kind of worm.

GROUCHO. I thought a worm was a worm.

HOUSEWIFE (sternly). Shall I tell you the rest of it?

GROUCHO. Well, I'm drinking it in.

HOUSEWIFE. You have to water them twice a week and feed them and then they have capsules.

GROUCHO. Do worms take capsules?

HOUSEWIFE (implacably). . . . In three weeks you dump their bottles and there are thousands of little capsules and each capsule has from one to 20 worms in it, and then you put them in another box and in three months there are thousands of little worms.

GROUCHO. Your husband does this in shorts?

HOUSEWIFE. That's how we met. He thought it would be a good idea if we started raising our own little worms, that's what he said.

GROUCHO. And did you try to worm out of it?

HOUSEWIFE. I didn't have any other offers so I took it.

Another time the mention of worms sent Groucho off again when he met an antique dealer:

GROUCHO. How do you junk dealers . . . excuse me, antique dealers . . . get those holes in old furniture? Do you have a little squad of trained worms?

CONTINUED ON NEXT PAGE

**WARM-UP** before broadcast is apt to begin with Groucho announcing, "Welcome to *John's Other Wife*. I was out with her last night and you're welcome to her. I'm deliriously happy to be here tonight. (Pause) That's a ridiculous statement for a man my age to make."





Recipe?

# Homemade...delicious CHOCOLATE COVERED COCOANUT BARS

- 1 cup packaged, sweetened moist coconut (chopped fine)
- 2 cups granulated sugar
- 3/4 cup fresh sweet milk
- 1 tablespoon light corn syrup
- 1 tablespoon dairy fresh butter
- 1 teaspoon vanilla
- 2 tablespoons marshmallow
- 1/4 teaspoon salt
- 1 lb. semi-sweet chocolate

Stir sugar, corn syrup and milk in saucepan over fire till dissolved. Cover and cook to medium soft

ball (240°). Remove from heat and add butter, stirring only enough to blend. Pour on cold wet platter. When lukewarm (110°) beat with spatula until thick and creamy. Mix in salt, vanilla and marshmallow. Knead in coconut and form into bars. When cool, cover with melted semi-sweet chocolate. Makes 16 bars.

(But why go to all this work when no one makes Coconut bars better than Welch!)



MAKE THEM IF YOU WISH...BUT  
AT CANDY COUNTERS EVERYWHERE  
YOU CAN...



NO ONE MAKES THEM BETTER THAN Welch!

## Groucho CONTINUED

ANTIQUE DEALER. No, if a piece is antique then it's got those holes in it already.

GROUCHO. Once I nearly got stuck with an antique . . . but I knew instantly her paint was cracked in the wrong places. Actually her legs were what fooled me. I thought they were Duncan Phyfe legs . . . as a matter of fact they did belong to Duncan Phyfe. I know, because he came back the next morning and got them. . . . He was pretty drunk. . . . His name might have been Drunken Phyfe, I don't remember.

This is the kind of contestant Groucho, who says he needs "a lot of egomaniacs," loves. Because the public mania for appearing on quiz shows seems unabated, the program's advance scouts have little trouble getting them.

Every married contestant gets a Gestapolike interrogation on the problems and circumstances of courtship. This recently turned up a war bride who admitted she met her future husband only after a damp exchange of songs like *Little Sir Echo* and *Indian Love Call* through the thin wall of adjoining bathrooms. A second show produced the housewife whose courtship involved one suitor who wooed her from a telephone pole outside her bedroom window and another who took to chasing her around the streets in a Model T.

Except for one lamentably precocious urchin (said Groucho, "You're 10 years old, eh? How long have you been 10 years old?"), Marx lets his child contestants off easy, but uses them to harass adults. On a Christmas broadcast he managed the following three-way interview between himself, a little girl named Marion and an adult contestant got up to represent Santa Claus:

GROUCHO. Is there anything you'd like to ask Santa Claus?

MARION. How does he get through the world all in one night?

GROUCHO. Well, Dewey got all over being president in one night. . . . Come on, Santa Claus, go ahead . . . how do you get all over the world in one night? I've been waiting for years for this. . . .

SANTA (harassed). Well, you, we . . . by the use of radar. . . .

GROUCHO. There you are, Marion. Do you know what radar is?

MARION. No.

GROUCHO (happily). Santa Claus, you better tell Marion what radar is.

SANTA. Well, it's . . .

GROUCHO. Proceed, Santa, you're on your own.

SANTA. Well, it's something you push. . . .

GROUCHO. That's a lawnmower.

SANTA (hopelessly stranded). Then there's a . . . if you like . . .

GROUCHO (beaming). Well, it's something like that, Marion . . . do you understand all that?

MARION. No.

All this constitutes not the slightest strain on the vast resources of the Marxian wit. At lunch he is apt to give away enough wisecracks to last an ordinary comedian a full season. And, presumably, he still finds time to give tyro actors the benefit of his long experience in the theater, as he did during a memorable interview which wound up: "I have no advice to give young actors. To young, struggling actresses, my advice is to keep struggling. If you struggle long enough you will never get in trouble, and if you never get in trouble you will never be much of an actress."



WAVING SPONSOR'S PRODUCT, a compact, Marx industriously powders his nose, explaining to audience, "These are delicious with maple syrup."





"THANKSGIVING DINNER," by Douglass Crockwell. Number 36 in the series "Home Life in America."

## *Beer belongs...enjoy it*

In this home-loving land of ours . . . in this America of kindness, of friendship, of good-humored tolerance . . . perhaps no beverages are more "at home" on more occasions than good American beer and ale.

For beer and ale are the kinds of beverages Americans like. They belong—to pleasant living, to good fellowship, to sensible moderation. And our right to enjoy them, this too belongs—to our own American heritage of personal freedom.



AMERICA'S BEVERAGE OF MODERATION







**FIFTY-THREE STARS** are represented in this group portrait of retired generals sitting in the sunshine at the Fort Sam Houston Officers Club. Counterclockwise around the fountain they are Lieut. General William Simpson; Brig. General Thomas Slaven; Brig. General Alexander Ovenshine; Maj. General John Preston; Maj. General Joseph Green who is talking to Brig. General John Woodberry; Maj. General Innis Swift, in blue dress uniform; Lieut. General Charles Hall; General Walter Krueger; Lieut. General Herbert Brees; Maj. General Delmar Dunton; Brig. General Charles Lehner; Brig.

General Roy Blount; Brig. General Isaac Ott; Brig. General Charles Brown; Brig. General James Walker; General Courtney Hodges; General Jonathan Wainwright; Maj. General Beaumont Buck. In background from left: Brig. General Augustine McIntyre; Brig. General Isaac Spalding; Brig. General Harold Clark; Maj. General Frank Bolles; Brig. General John Clark; Brig. General Cyrus Searcy; Maj. General Emil Reinhardt; Brig. General John Murray; Brig. General Rex Chandler; Brig. General Charles Nulsen; Brig. General Alexander Wilson and Brig. General George Beverley.





**MAJOR GENERAL INNES SWIFT** (I Corps, Sixth Army) plays golf three times a week at Fort Sam course.

## *Life Visits Some Famous Generals*

**They gather in droves to live  
their good life at old Fort Sam**

The "Home of the Army" is Fort Sam Houston, in San Antonio, Texas. On its trim parade grounds Geronimo was once confined, and Robert E. Lee, as commandant, once reviewed its troops. The Rough Riders trained there; it was the base for the Mexican Expedition and the birthplace of the Air Force. Most Regular Army men have served at Fort Sam at one time or another in their careers. And when their careers are over, a lot go back to San Antonio and Fort Sam to spend their declining years. There are more retired generals at Fort Sam than anywhere else in the world.

The distinguished men shown on these pages are all retired generals. The fates of wars have hung on their decisions, and thousands of men have jumped to obey their commands. Many of them, like Wainwright (of Bataan) and Krueger (Sixth Army) have been in the thick of everything since the sinking of the *Maine*. Now some 60 of them have moved to San Antonio and spend most of their time at the old post. For them, the town is pleasant and practical. The weather is warm, and the citizens are friendly. Besides, the post has a fine hospital. As one general put it, "With a fine golf course, a good hospital and a big cemetery—what more could we want?"

Fort Sam's five handsome officers clubs keep the generals in a social whirl. They offer bingo three times a week, Saturday dances, Sunday dinners. There are also daily golf foursomes, rides with the Boots and Saddles Club and lively bridge games at regular meetings of the ultraexclusive Harmony Club (20 members) which nonmembers have nicknamed the "Arlington," for Arlington Cemetery.



**GENERAL COURTNEY HODGES**, commander of the First Army, looks forward to hunting with his wife

but is now busily finishing his house, which he designed himself. In 22 years the Hodges' have moved 22 times.

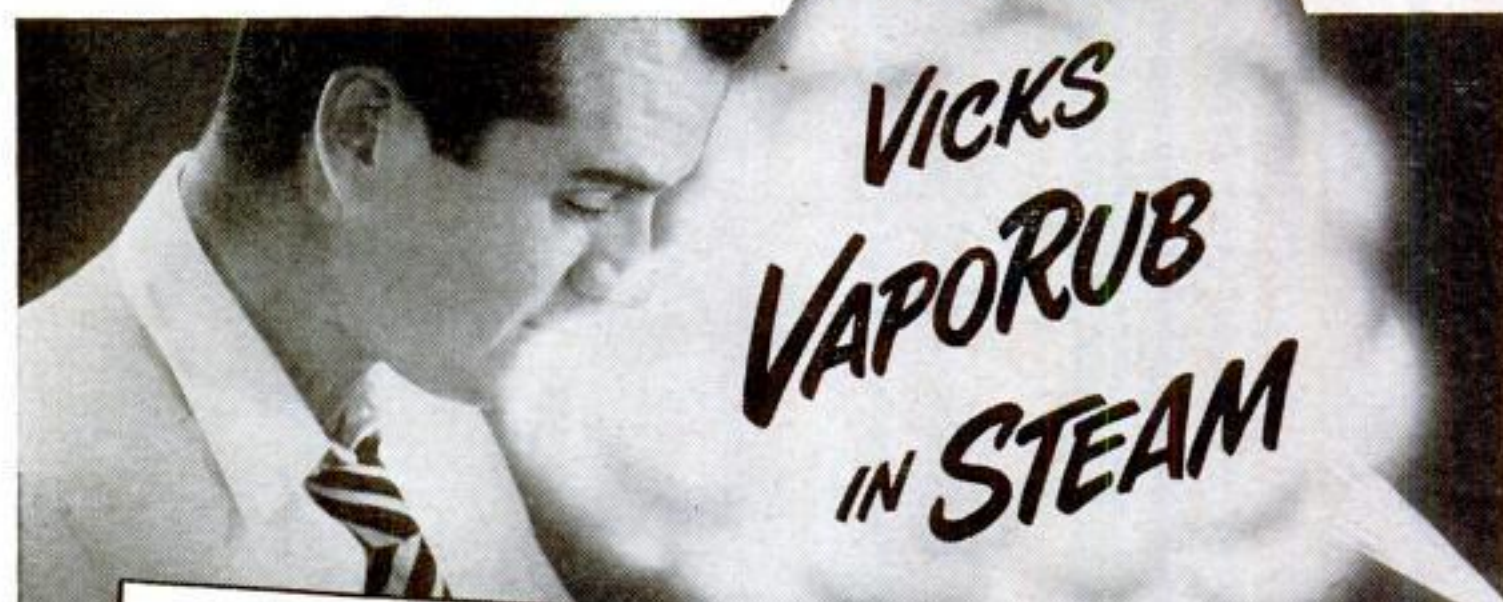


**AT THE BUFFET TABLE** Brig. Generals Augustine McIntyre (left) and Alexander Wilson (center) study

the line of steaming dishes at the Fort Sam Officers Club where an elaborate Sunday dinner is served for \$1.50.



# AMAZING NEW RELIEF!



**Relieves Croupy Coughs, Stuffiness of Colds With Every Single Breath!**



Put a spoonful or 2 of Vicks VapoRub in a vaporizer or bowl of boiling water as directed in package. Then...



Breathe in the soothing vapors. They penetrate direct to cold-congested breathing passages.



Every single breath relieves coughing spasms, eases stuffiness... brings wonderful relief. Try it!

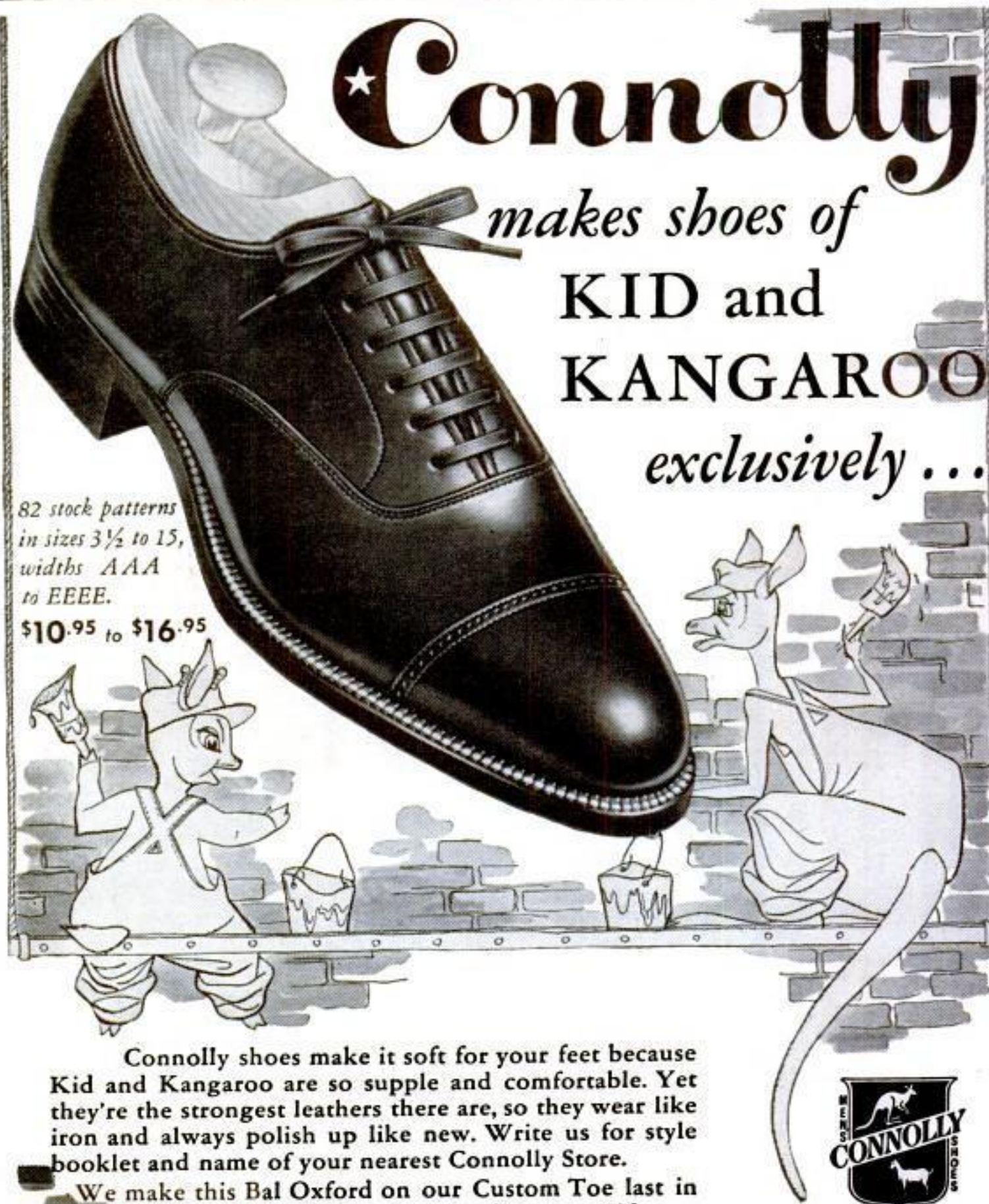
You know what grand relief you get when you rub on Vicks VapoRub to relieve miseries of colds.

Now—whenever there's congestion in upper bronchial tubes—or if there's much coughing or stuffiness—use VapoRub this special way, too... **in steam!** It brings relief in a hurry!

To keep up the relief, rub VapoRub on throat, chest and back, too. It works for hours to bring relief... even while you sleep. Grand for children and grownups.

Use it in steam—  
Rub it on, too!

**VICKS**  
VAPORUB



82 stock patterns in sizes 3½ to 15, widths AAA to EEEE.

\$10.95 to \$16.95

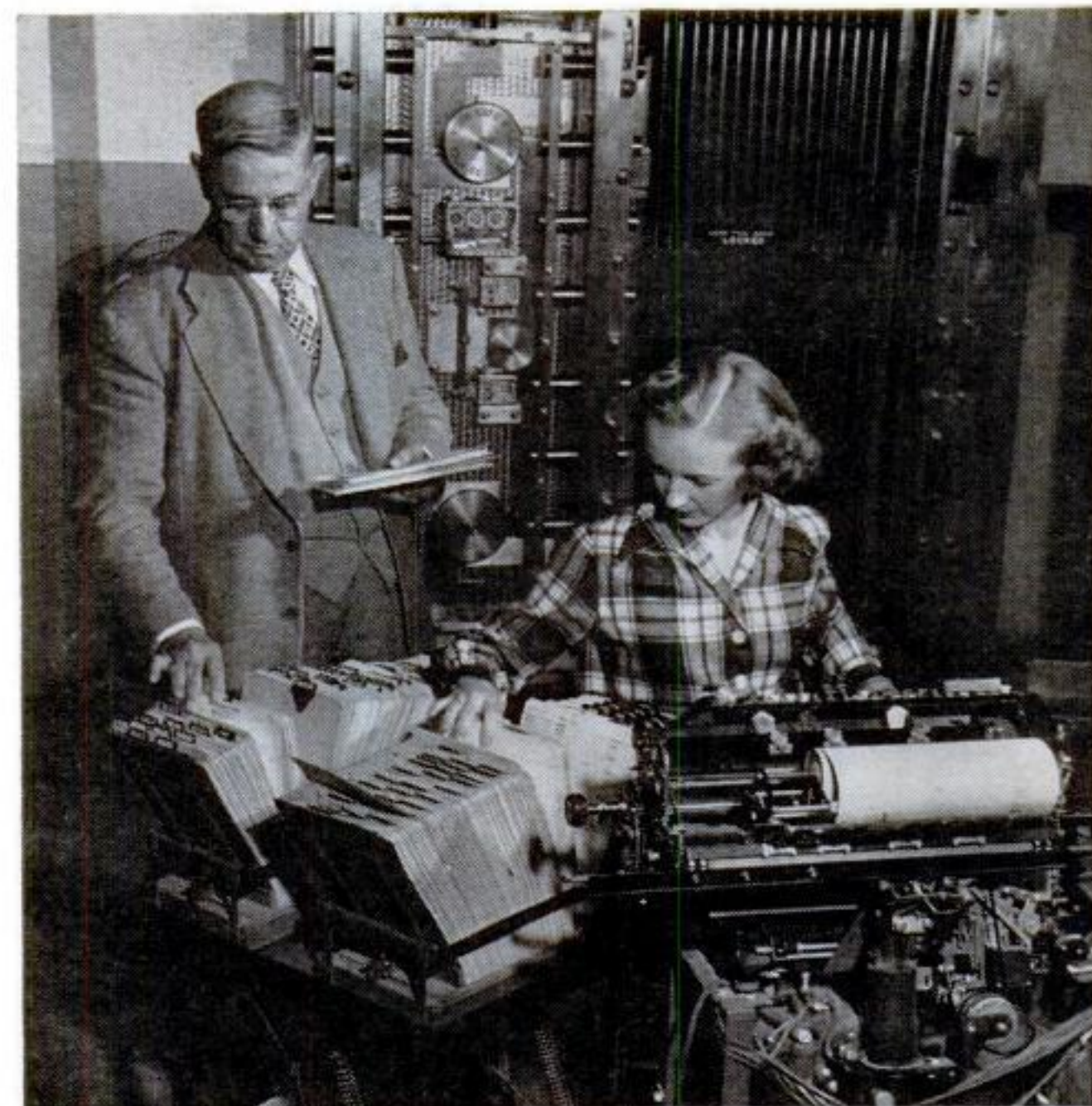
Connolly shoes make it soft for your feet because Kid and Kangaroo are so supple and comfortable. Yet they're the strongest leathers there are, so they wear like iron and always polish up like new. Write us for style booklet and name of your nearest Connolly Store.

We make this Bal Oxford on our Custom Toe last in black Kangaroo, brown Kangaroo and Brown Kid.



CONNOLLY SHOE COMPANY  
STILLWATER 5, MINNESOTA

## Retired Generals CONTINUED



**FRANK BOLLES**, major general and Spanish-American and World War I veteran, is president of a San Antonio bank and an inveterate bingo player.



**"SKINNY" WAINWRIGHT** (facing camera) is president of a San Antonio insurance company. Here he describes drink-vending machine his firm will sell.



**WILLIAM SIMPSON**, lieut. general, Ninth Army commander, plays bingo. He was stationed at Fort Sam when he took his exams for West Point in 1905.

CONTINUED ON PAGE 145



# How many laws are you breaking?



**1868** **Crime does** not pay in Hammond, Indiana! A law passed in the 10th year of Canadian renown for the name Corby's still carries a dreadful penalty for those who break it. Anyone who is caught throwing bread crumbs on the city's sidewalks shall be given *one dose of castor oil!* Ugggh!



**1908** **Law-abiding** motorists of Nebraska have led a lively life since the name Corby's passed its 49th birthday in Canada! They are actually required to fire off a rocket at the sight of a horse. If that fails to soothe the animal, they must dismantle their cars and *hide all the parts in the grass!*



**1929** **Sailor beware!** According to a statute passed during the name Corby's 71st triumphant year in Canada, you are forbidden to operate a motorboat on the streets of Brewton, Alabama! Nothing is mentioned about the punishment for breaking it, however. Walking the plank, perhaps?



**1949** **Are you** headed for the hoosegow? You are if you ride a horse in a hotel lobby in San Francisco. But, whatever you do, it's a cinch that you will violate some old, unrepealed law. However, there's one practical law of hospitality millions of people seldom break—*always serve Corby's, that light, sociable whiskey with a grand old Canadian name.* Practical price, too.

SOURCE FOR LAWS REFERRED TO HERE: "IT'S AGAINST THE LAW"—BY DICK HYMAN—(A. & S. PUBLISHING CO.)



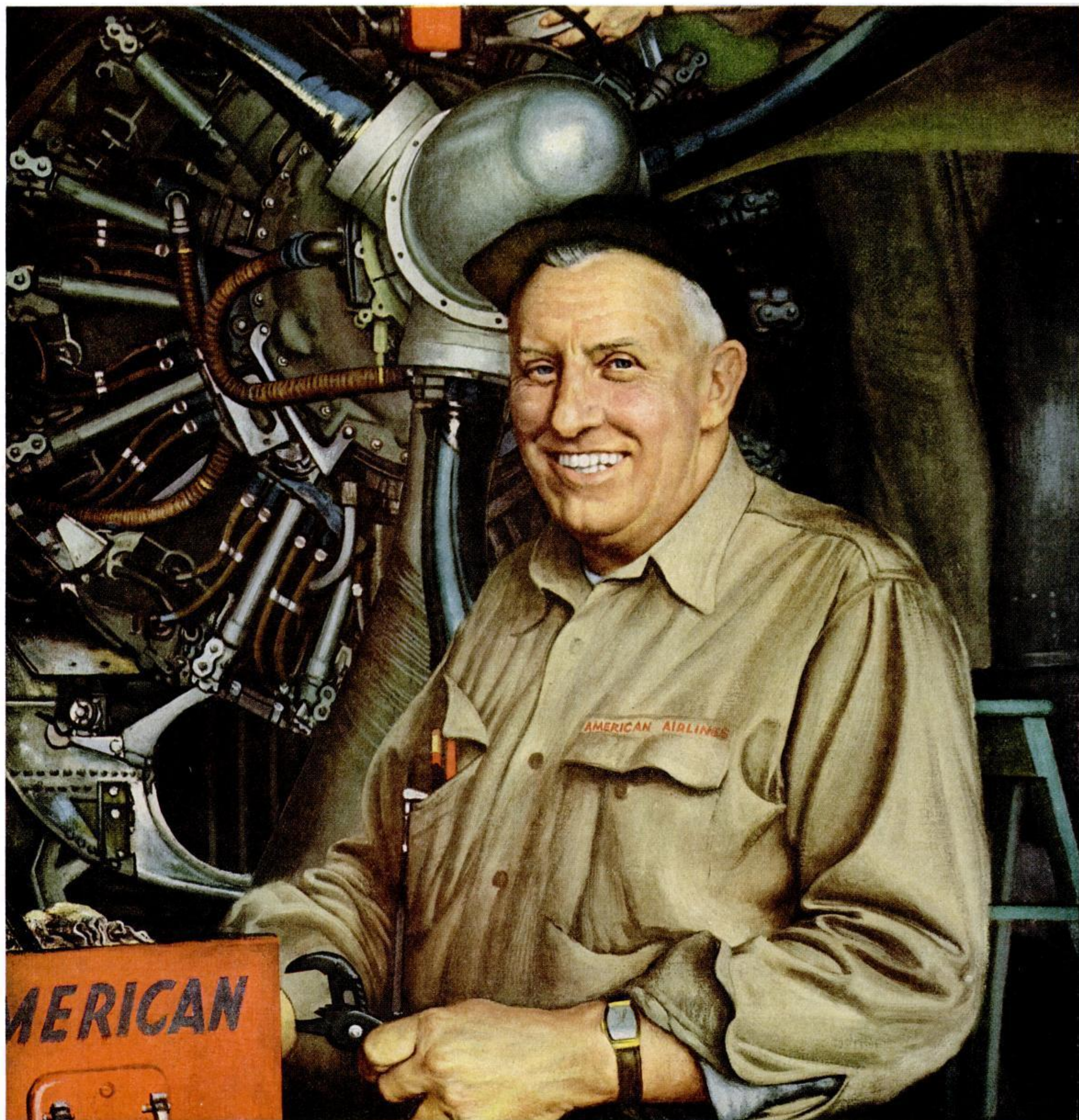
**CORBY'S . . . a grand old name in Canada since 1859**

**AN AMERICAN PRODUCT**

86 Proof—68.4% Grain Neutral Spirits—Jas. Barclay & Co. Limited—Peoria, Illinois







**"GROUND COMMANDER"**  
*of the Flagship Fleet!*

MEET YOUR Flagship mechanic. Under his watchful eye and sensitive fingers every Flagship must pass in countless daily inspections before it ever carries a passenger. And his only passing grade is 100% perfection!

The remarkable safety record of American Airlines is largely due to the way these "ground commanders" of the Flagship Fleet keep the world's finest aircraft constantly tuned to the peak of operating efficiency.

American is proud to acknowledge the important contribution of our Flagship mechanics and to applaud their performance of their job.



ALL YEAR 'ROUND, TRAVEL IS BETTER BY AIR...BEST BY

**AMERICAN AIRLINES INC.**





**GENERAL WALTER KRUEGER**, who commanded MacArthur's Sixth Army and is now writing its combat history, fondles his collection of Japanese samurai swords. Born in Germany, he entered U.S. Army as a private.



**BEAUMONT BONAPARTE BUCK**, a major general, relaxes with his third wife, who was his nurse until marriage in September. A veteran of Spanish American War and World War I, he is, at 89, the oldest general living in San Antonio.

America's  
largest selling brandy

**CORONET** brandy

makes the  
lighter highball...  
makes your favorite  
cocktail

Write today for Coronet's free recipe booklet, "29 ways to use Coronet V.S.Q."  
Brandy Dist. Corp., 350 Fifth Ave., N.Y. 1. California Grape Brandy 84 proof.

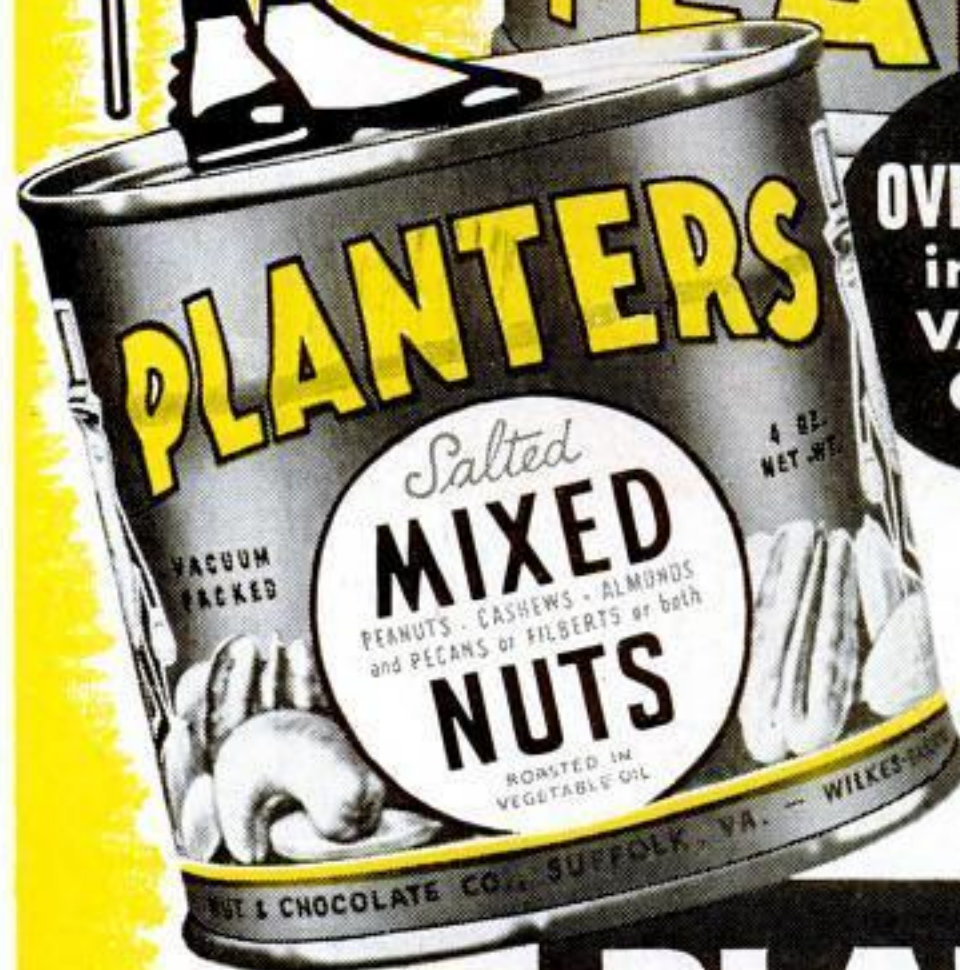


Folks always  
invite me for the  
**HOLIDAYS!**



MR. PEANUT  
Reg. U. S.  
Pat. Off.

PLANTERS PEANUTS!  
M-m-m! PLANTERS MIXED  
NUTS! M-m-m! The whole  
PLANTERS family of fine  
nuts! Toasted and salted  
to crisp perfection, no  
wonder America picks 'em  
for Holiday dinners and  
parties.



OVEN-FRESH  
in their  
VACUUM  
CANS!

8 Ounces

These PLANTERS products  
are also made in Toronto,  
and sold everywhere  
in Canada.

4 Ounces

**PLANTERS**  
is the word for  
**PEANUTS**

## MISCELLANY



WITH A FAT TROUT in his mouth, Titus reports to his owner, F. Russell Roberts, who is seated in his car at the end of a day's fishing in the River Teme.

## FISH RETRIEVER

Englishman trains his fox terrier for an odd duty

When British Captain F. Russell Roberts, ret., an ardent fisherman, lost a leg in the war, he found that he could no longer comfortably land the fish he had hooked. So, rather than give up fishing, he trained his fox terrier Titus to retrieve the fish for him. As soon as Roberts gets a strike, he signals Titus. The dog swims out, pops the squirming fish into his mouth and delivers it. So far, only one trout has ever got away.



TITUS JUMPS from boat and swims across water to pick up trout at end of Roberts' line, cautiously avoiding the hook. Titus has not been snagged yet.



A A

...“tastes its age”

Now America's largest-selling  
full **5** year old  
straight Kentucky bourbon

**A**ncient **A**ge



The whiskey with **A**ge in its flavor!

Every drop *straight*. Every drop *Kentucky*. Every drop *bourbon*. Every drop patiently aged for 5 full years. Every drop evenly matured...and uniform...from sip to sip... from bottle to bottle. Ask for “double A”...get *double value*.

Straight bourbon whiskey. 86 proof. Ancient Age Distilling Co., Frankfort, Ky.

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Noted throat specialists report on 30-day  
test of Camel smokers...

# Not one single case of throat irritation due to smoking **CAMELS!**



Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.

*Start your  
own 30-Day  
Camel  
MILDNESS  
Test Today!*



**It's fun—it's revealing!** All you do is smoke Camels, and only Camels, for 30 days. Compare them in your "T-Zone" (T for taste, T for throat). See if you don't agree that Camels are the mildest, best-tasting cigarette you ever smoked. See how enjoyable smoking can be when you smoke Camels!



**UP AND DOWN THE COUNTRY,** the talk of smokers turns to Camels. Every week finds smokers comparing notes on the Camel 30-Day Test. Each week sees thousands making the change to Camels for keeps! Make the 30-Day Test yourself... see if it doesn't introduce you to something new in smoking enjoyment!

R. J. Reynolds Tobacco Co.,  
Winston-Salem, N. C.



**"THE 30-DAY SMOKING TEST** just proves what I learned about Camels years ago!" says outboard-racing ace Vic Scott, two times winner of the classic Albany to New York Outboard Marathon. "Camels always agree with my throat and they certainly taste great! That good, rich Camel flavor really makes smoking a pleasure!"